

Madelyn Foster

Graphic Design and Digital Media
Newport Beach, CA

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Skills

Brand design

Web design

Marketing

Illustration

Adobe Creative Suite

Sketch

Figma

UI/UX design

Photography

Apparel design

Education

Laguna College of Art + Design 2017

BFA, Graphic Design + Digital Media
Emphasis in Action Sports

Experience

Hyperice, Inc.

Digital Designer March 2020–Present

Creating digital design solutions for email campaigns, paid media, partnership assets, and other digital marketing collateral

Creative project and team management

Tracking online consumer engagement to optimize the customer journey

Providing advice and guidance on the aesthetic for campaigns, projects, and promotional events

Retouching seasonal campaign imagery

Hurley

Digital Designer April 2017–March 2020

Involved in developing seasonal campaigns

Responsible for creating all digital marketing assets, which involved email campaigns, paid media, and other digital marketing needs

Edited seasonal campaign imagery

Oversight of the visual quality of Hurley.com

Roark

Creative Designer January 2016–January 2017

Worked with marketing team to create digital assets for seasonal campaigns, including emails, advertisements, and retail needs

Responsible for catalogue design, including layout, typography, and photo editing