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CAREER GOAL

Seeking to utilize my 2+ years of professional graphic design experience and decade long freelance fine art work to think outside the box and develop design work that can translate brand touchpoints across multiple dimensions.

EXPERIENCE

Graphic Designer

**Schlitterbahn
Waterparks & Resorts**

New Braunfels, TX
January 2018–Present 2019

- Led the creative design vision for in-park murals with the intention to drive interactive social engagement within multiple Schlitterbahn parks.
- Developed and expanded the 40th Anniversary brand style guide and in-park environmental applications. Also coordinated with multiple departments to market 40th themed items across all parks.
- Assisted in multiple photo shoots (i.e., New Braunfels and South Padre island)
- Developed large-scale event theming and attendee touchpoints.
- Created and composed infographics for corporate presentations.
- Daily tasks include in-park signage, retail memorabilia, a blend of illustrative projects, brand campaigns, digital headers, coupon formatting, and print ads.

Freelance Designer

**Schlitterbahn
Waterparks & Resorts**

New Braunfels, TX
October 2017

- Utilized my illustrative skill set to design a new Schlitterbahn mascot character with adaptive expressions and poses.
- Focus on attendee engagement in-park and via a variety of social media platforms.

Graphic Design Internship

**Schlitterbahn
Waterparks & Resorts**

New Braunfels, TX
February–September 2017

- Effectively managed and met project deadlines while developing communication, process, and design strategy skills. Prioritized attention to detail, and a strong work ethic.
- Developed staff event posters, Website/email responsive creative, In-park restaurant logos & menu boards, business cards/signatures, coupon guides, and management forms.
- Advanced social engagement across multiple corporate social media pages by developing illustrative papercraft 2D content with a DIY focus.

Freelance Designer

**Round Rock ISD
Dragon Band Boosters**

Round Rock, TX
Summer 2010, 2011, 2013,
2017 – Present

- Designed the creative for multiple Round Rock Dragon Band semi-trailer wraps.
- Designed band competition shirts, marching shirts and special event show-shirts.
- Worked with a local sign shop, while enrolled in high school, to translate designs.

Commission Artwork

maddykouns.com
2009 – Present

- Create original art pieces upon client request.
- Process work shown via social platforms. (@maddykouns).

EDUCATION









Bachelor of Fine Arts in
Communication Design

Texas State University

San Marcos, TX
August 2013–December 2016

Graduated with honors, Magna Cum Laude

SKILLS

- Adobe Suite:
 - Illustrator 
 - Photoshop 
 - Indesign 
 - After Effects 
 - Premiere 
- Basic Web Design (CSS, HTML, HTML 5) 
- Art Direction 
- Microsoft Office Suite 

FINE ART TOOLBOX

- Digital illustration
- Graphite
- Charcoal
- Pastel
- Acrylic
- Oil
- Watercolor
- Gouache
- Ink work
- Fabric work
- Woodworking
- Metal working
- Clay Sculpting
- PVC Foam Sculpting
- Needlepoint