

Madelyn Echsner

ABOUT ME

Graphic designer with 5+ years of experience creating digital and print assets for retail, eCommerce, and brand marketing. Strong visual eye with expertise in layout, typography, color, and brand systems. Experienced working in fast-paced environments, collaborating cross-functionally, and delivering high-quality creative across multiple channels.

CONTACT

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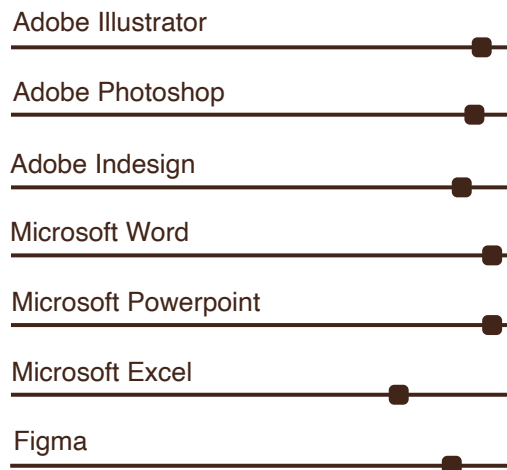
KEY SKILLS

- Adobe Creative Cloud, Figma
- Digital & print design for retail and eCommerce
- Campaign development & branding
- Social media graphics & digital marketing assets
- Illustration & vector graphics
- Large-format printing & signage
- Project & time management
- Cross-functional collaboration
- MS Word, Excel, Outlook

EDUCATION

August 2017-May 2021
Bachelors of Science in Digital Media and Design
Minor in Business
University of Kentucky | Lexington, KY

EXPERTISE



EXPERIENCE

May 2022- Present

Lead Graphic Designer

Jack Winn Pro | Austin, TX

- Lead design for digital and print assets across eCommerce, retail, packaging, email, and social channels.
- Create campaign visuals including product imagery, web graphics, digital ads, and promotional materials.
- Ensure consistent brand identity across all touchpoints and marketing initiatives.
- Collaborate with marketing, sales, and eCommerce teams to deliver engaging, revenue-driving creative.
- Manage multiple projects simultaneously while adapting to quick turnarounds and shifting priorities.

May 2020- January 2023

Graphic Design Freelancer

Heaven Hill Brands | Louisville, KY

- Designed retail and eCommerce marketing assets for national consumer brands.
- Produced product detail pages, digital banners, email graphics, and promotional visuals.
- Maintained brand standards across all deliverables and platforms.
- Updated packaging files, made production edits, and worked with printing vendors to prepare accurate, print-ready assets.
- Supported campaign launches with timely, high-quality creative.

September 2021 - February 2022

Graphic Design Freelancer

Outlier Creative Agency | Remote

- Designed digital advertising, social media graphics, and branded marketing assets.
- Collaborated with creative teams to support campaign ideation and execution.
- Delivered polished visuals under tight deadlines in a fast-paced agency environment.

Portfolio Highlights

- eCommerce and retail design: product detail pages, packaging, and promotional assets
- Digital marketing assets: email graphics, social media, and digital ads
- Brand systems and visual identity development
- Design work incorporating illustration and strong typography

REFERENCES

John Vari
Chief of Marketing
Jack Winn Pro
john@jackwinncolor.com

Tim Schoenbachler
Senior Graphic Designer
Heaven Hill Brands
tschoenbachler@heavenhill.com