

Madelyn Echsner

ABOUT ME

Graphic designer with 5+ years of experience creating print and digital assets across retail, eCommerce, and brand marketing. Strong visual eye with expertise in typography, layout, color, and brand systems. Experienced developing campaign materials, managing production files, collaborating cross-functionally, and delivering high-quality creative across multiple channels.

KEY SKILLS

- Adobe Photoshop, Illustrator, InDesign
- Figma
- Typography, layout & visual design
- Print & digital campaign design
- Branding & visual identity systems
- Social media, email & web graphics
- Print production & vendor coordination
- Project management & collaboration
- MS Office
- Google Workspace

SOFTWARE AND TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- HTML/CSS
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Google Sheets

EDUCATION

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

CONTACT

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EXPERIENCE

May 2022- Present

Lead Graphic Designer

Jack Winn Pro | Austin, TX

- Lead creative projects across eCommerce, retail, packaging, email, social media, and promotional campaigns.
- Develop campaign creative including product imagery, web graphics, digital ads, signage, and seasonal marketing materials.
- Provide creative direction and maintain brand consistency across customer-facing materials and marketing touchpoints.
- Collaborate with marketing, sales, and eCommerce teams to support campaign execution and business objectives.
- Manage multiple projects, timelines, assets, and production files while balancing shifting priorities.
- Assign and review creative work, provide design feedback, and make final creative decisions to ensure quality and alignment with brand standards.

May 2020- January 2023

Graphic Design Freelancer

Heaven Hill Brands | Louisville, KY

- Designed retail, eCommerce, and promotional materials for national brands including Evan Williams and Elijah Craig.
- Created digital advertising, product imagery, point-of-sale graphics, and branded campaign assets.
- Updated packaging files, prepared production-ready artwork, and coordinated with printing vendors.
- Maintained visual consistency across print and digital materials while meeting tight deadlines.

September 2021 - February 2022

Graphic Design Freelancer

Outlier Creative Agency | Remote

- Designed digital advertising, social media graphics, and marketing collateral for a variety of clients.
- Collaborated with creative teams to develop engaging, brand-consistent campaign materials.
- Produced polished assets for web, social media, and promotional use across multiple projects.

Portfolio Highlights

- **Brand & Campaign Design:** Print and digital campaign assets across web, email, social media, retail, and promotional channels
- **Retail & Packaging Design:** Packaging, signage, marketing collateral, and branded customer-facing materials
- **Print Production & Vendor Coordination:** Production-ready files, print preparation, and collaboration with printers and external vendors
- **Project & Creative Management:** Managing multiple projects, meeting deadlines, and maintaining brand consistency and attention to detail