

Madelyn Echsner

ABOUT ME

Graphic designer with 3+ years of experience creating eCommerce, retail, and digital marketing assets for alcohol brands including Evan Williams and Elijah Craig. Passionate about translating brand identity into cohesive, high-impact designs while collaborating across teams to drive engagement and sales in fast-paced environments.

CONTACT

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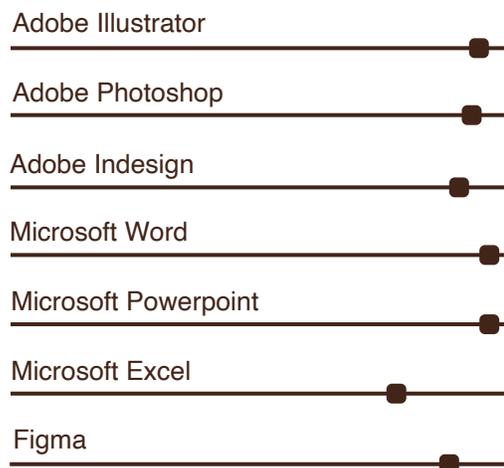
KEY SKILLS

- eCommerce Design & Digital Asset Creation
- Project Management & Cross-Functional Collaboration
- Brand Development & Visual Identity Systems
- Digital Marketing & Social Media Integration

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 digital and print design across eCommerce, retail, and social platforms to ensure cohesive brand identity.
- Design product visuals, landing pages, and campaign assets using Adobe CC and Figma.
- Collaborate with marketing and sales teams to align creative with business goals and user experience.
- Manage multiple projects and maintain organized, optimized file structures for global use.
- Support content creation for web, promotions, and packaging under tight deadlines.

May 2020- January 2023

Graphic Design Freelancer

Heaven Hill Brands | Louisville, KY

- Produced eCommerce and retail design assets for brands like Evan Williams and Elijah Craig.
- Designed product imagery, digital banners, and PDP content for Amazon, Walmart.com, and brand sites.
- Ensured all creative adhered to visual identity, typography, and color standards.
- Edited and optimized graphics using Adobe InDesign, Illustrator, and Photoshop.

September 2021 - Febraury 2022

Graphic Design Freelancer

Outlier Creative Agency | Remote

- Designed digital advertising and social media graphics for professional service clients.
- Collaborated with cross-functional creative teams to maintain consistent visual identity across multiple online platforms.
- Delivered responsive, brand-aligned visuals with attention to UX and digital readability.

Portfolio Highlights

eCommerce and Retail Design

Product Detail Pages & Shelf Mockups: Designed engaging retail visuals and in-store signage for alcohol brands, ensuring consistent brand identity across digital and physical platforms.

Digital Marketing & Social Media

Social Media Campaigns & Digital Assets: Created graphics and promotional visuals optimized for brand tone and online platforms, supporting cohesive marketing campaigns.

REFERENCES

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

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