

Madison Sims

Sr. Art Director & Sr. Graphic Designer

Madison is a creative with 10+ years of industry experience, currently living in the NYC area, and working wherever there's strong wifi. Her recent freelance career over the past 4+ years has given her the necessary skills to work in a remote atmosphere; a self-starter with strong communication and organizational skills who can work independently and/ or collaboratively with a team. She specializes in brand identity, marketing initiatives, content creation, and editorial graphics.

Skills

Adobe Software

Photoshop

Illustrator

InDesign

After Effects

Lightroom

Premiere Pro

Presentation

Keynote

PowerPoint

Google Slides

Other

Figma

Klaviyo

Contact

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MadisonSims.com

(201)-956-1593

EXPERIENCE

SR. ART DIRECTOR & SR. GRAPHIC DESIGNER | FREELANCE

February 2018 - Present

Working with a variety of brands spanning tech, editorial, travel, and wellness (to name a few). Clients look to Madison to lead the concepting and development for multiple projects including social media marketing, data visualization, presentation design, brand identity, editorial visuals, and website/ email design. She has a side business creating beautiful, one-of-a-kind invitation suites using typography, hand illustrations, and graphics. From this she has learned the techniques of creating designs for a print format.

SR. ART DIRECTOR | MADEFOR

August 2021 - August 2022

Madefor is a ten-month program that harnesses the proven power of neuroscience to elevate your mental and physical baselines. As a science-based program that serves 11,000+ members, it was important to elevate the brand into a space that created a sense of trust, knowledge and authenticity. Madison, the director of a small creative team of 2, was able to achieve this by developing a brand identity that streamlined designs across social platforms, email initiatives, marketing materials and website evolution.

DIRECTOR, GRAPHIC DESIGN | CULTURE TRIP

February 2017 - February 2018

A key member of both the sales and creative teams whose main role was building out the look and feel of the brand for the US market. Other responsibilities included:

- The creation of marketing materials (case studies, RFP decks, brand intro presentations, etc.) to aid the Head of Sales in pitching potential clients
- The creation of custom illustrations for editorial pieces
- Head of scouting & commissioning US photographers for original visual content

ART DIRECTOR | VAYNERMEDIA

January 2015 - June 2016

Utilized marketing strategies to concept and develop visuals for high profile brands to be used in both a social media and campaign capacity. Responsibilities included:

- Leading brainstorming sessions to develop ideas
- Art directing photo and video shoots with both product and modeling talent
- Overseeing a team of creatives to bring designs to completion
- Communicating our creative vision to clients

GRAPHIC DESIGNER | VAYNERMEDIA

June 2013 - December 2014

Brainstormed, concepted, and designed brand content for clients' social media pages & emerging tech platforms. These visuals were developed using a combination of making photo/ video selects, illustrating, and using typography/ photo editing skills to create the final design.

ADDITIONAL EXPERIENCE | VARIOUS COMPANIES

June 2009 - August 2013

- People Style Watch Magazine
- Wall Street Journal
- Patricia Field
- Creative Exchange Agency
- Ridgewood Medical Media Magazine

EDUCATION

Lehigh University, Class of 2012 | Bachelor of Arts, Graphic Design

Lorenzo de Medici, Spring 2011 | Florence, Italy