



Madeline Noechel

GRAPHIC DESIGNER

CONTACT

586.996.8685

Sterling Heights, MI.

maddie.noechel8@gmail.com

<https://madelinenoechel.com>

Employment History

Graphic Designer

Pet Supplies Plus / December 2020-Present

- Collaborate with marketing, social media and web development teams to design engaging and interactive graphics to promote retail sales
- Print, packaging design and product development for private brands
- Design in-store decor and signage to maintain branding throughout stores
- Work with e-commerce to develop effective webpage layout, utilizing Adobe XD and Figma
- Work independently and as a part of a team to deliver projects by deadline

Graphic Design & Marketing Co-op

Acument Global Technologies / December 2019-November 2020

- Enhance company re-branding, update product flyers and collaborate internally to enforce branding standards
- Provide graphic, social media and administrative support through team collaboration
- Lead presentations to company executives to relay design solutions and direction
- Contact vendors to order promotional items and manage inventory for company events

Graphic Design & PR Intern

Genji Japanese Steakhouse/PI Distribution Inc. / April-July 2019

- Create wireframes, advertising materials and page designs for restaurant menu layouts, utilizing Adobe Indesign and Photoshop
- Lead photoshoots for products and plan project schedule to meet deadlines

Graphic Design & Marketing Intern

Oakland University Recreation & Wellness / August 2018-May 2019

- Develop layouts, creative advertisements and designs to promote recreational events and exercise programs
- Communicate with internal and external campus clients to deliver refined final illustrations and designs
- Participate in planning, design and execution of events

Education

Bachelor of Arts Graphic Design & Minor in Advertising

Oakland University (2017-2020)

Personal Achievements

- Led the creative process for Digital Designer position at Pet Supplies Plus and provided eye-catching motion graphics through discovery of ad design automation platform
- Developed concept and content for my personal freelance photography business
- Member of Oakland University Dean's List and Phi Theta Kappa Scholarship recipient
- AIGA Detroit PROPEL Mentorship Program Member and scholarship recipient
- Hootsuite Platform Certification and Social Marketing Certification

Skills

- Adobe Creative Suite
- User Experience (UI/UX) Design
- DSLR Photography
- Social Media Management
- Microsoft Office/G Suite
- Organized & Detail Oriented
- Basic HTML/CSS Coding
- Problem Solver & Communicator