



MADDIE BEYER

Graphic Designer

CONTACT

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412.996.0172

EDUCATION

BFA Graphic Design

*Savannah College of Art and
Design (SCAD)*

Minor: Advertising Photography
2015-2019

SKILLS

Design:

Publication Design

Packaging

Editorial Design

Studio Photography

Technical:

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Capture One

Canva

EXPERIENCE

INCOMMUNITY MAGAZINE

Freelance Graphic Designer | October 2020-Present; Pittsburgh, PA

- Develop layouts for 9 of 34 community magazines distributed quarterly, on tight schedules.
- Responsible for production and print of the publications.
- Conceptualize and design new editorial feature spreads.
- Through design briefs, create dynamic print advertising for clients.

WINCHESTER THURSTON SCHOOL

Program Assistant | August-September 2020; Pittsburgh, PA

- Working closely alongside the Program Director; I oversaw, taught, and instructed groups of elementary children on the fine art techniques of black and white film photography, traditional methods of jewelry making, and the modern tools of graphic design.
- Using hands-on teaching methods, students were able to learn the lost technique of developing 35mm film, as well as craft metal jewelry, the students would then design packaging for their work.
- Collaborate with a pair of program assistants to create lesson plans and projects to be completed by the students the following week.

SOUTH MAGAZINE

Graphic Designer | March-November 2019; Savannah, GA

- Conceptualize, develop, and execute editorial and advertising design for a 160+ bi-monthly page publication.
- Curate and design content for all social media platforms.
- Oversee all advertising production by liaising with clients to determine their advertising needs.
- Create marketing material & print collateral for company events including invitations, tickets, and large scale signage.

FITNESS ON BROUGHTON

Receptionist, In-House Graphic Designer | 2018-2019; Savannah, GA

- Collaborated with a variety of clients looking to fulfill their fitness goals.
- Created a fresh new brand identity including logo, business cards, and environmental graphics for the facility.

VOLUNTEER WORK

The Children's Institute of Pittsburgh | 2017; Pittsburgh, PA

Humane Society of Greater Savannah | 2016 - 2017; Savannah, GA

Children's Hospital of Pittsburgh | 2013 - 2015; Pittsburgh, PA

