



MADI RIDDLE

Education

**Bachelor of Fine Arts in
Graphic Design**
Arkansas State University

Relevant Classes

- Typography and Layout
- Identity Design
- Interaction Design
- Digital Illustration
- Photography
- Marketing
- Design Entrepreneurship

Awards

2018-2022 A-State Pride Scholarship
Fall 2021 A-State Dean's List
Fall 2020 A-State Chancellor's List
Spring 2020 A-State Dean's List
April 2017 Arkansas Young Artist
Association, Acrylic Expressive,
Honorable Mention

Skills

- Adobe Creative Suite
- Photography
- Advertising
- Identity Design + Branding
- UI/UX Design
- Illustration
- Typography
- HTML/CSS

References

Available upon request.

Contact Info

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Professional Experience

June 2021 - August 2021 | **Art Director Intern**
Stone Ward, Little Rock, AR

- Assisted with internal design work for *Terminix's* Safety First Box.
- Helped with the ideation of *Terminix's* Shine's Day logo design.
- Created a magazine advertisement for *America's Car Mart*.
- Participated in ideation for a toolbox wrap design for *SNAP-ON*.
- Attended commercial shoot for *Sissy's Log Cabin*.
- Attended *Sport Clips* photography shoot for ad campaign.
- Helped with sound editing for *Sport Clips* commercial.
- Designed *Stone Ward Camp Reality* internship wall art.

January 2021- April 2021 | **Designer**

American Cancer Society, Jonesboro, AR

- Worked on team to create social media campaign for fundraising event called "Gold Together."
- Campaign included illustration and branding.

January 2021 - April 2021 | **Designer**

Arkansas Game and Fish, Jonesboro, AR

- Worked with team to create "Gone Fishing" campaign.
- Tasks included commercial advertisement, copy writing, point of purchase design, web design, and collateral design.

January 2021 - April 2021 | **Designer**

United Way, Jonesboro, AR

- Worked on team to create set of logos for "Give Where You Live" campaign.

October 2019 | **Designer**

A-State Environmental Club, Jonesboro, AR

- Designed brochure to promote club and its upcoming events.

March 2017 | **Painter / Designer**

William Smith, Jonesboro, AR

- Commissioned painting later used for album cover design.