



I am a true multidisciplinary designer. Whether it's web, content, paid media, visual brand identity, animation, illustration, or art direction - I do it all with a keen eye for design and a thoughtful, methodical approach to whatever work comes my way. You'll see **my skills** reflect this:

Maddi Lelli

📍 Warren, MI

🖱️ www.maddilelli.com

✉️ maddi@maddilelli.com

ADVANCED PROFICIENCY:

- Figma (including prototyping)
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Microsoft PowerPoint
- Digital Illustration (iconography, info design)

INTERMEDIATE PROFICIENCY:

- Sketch
- Adobe Premiere
- Adobe Lightroom
- Webflow
- Blender (static only)
- Apple Keynote
- CMS tools like Drupal, Wordpress

🔥 Experience

GENERAL MOTORS - BRIGHTDROP

December 2021 — Present

Visual Marketing Designer. Served as the lead web designer for www.gobrightdrop.com, designing key pages & component libraries while also managing agency support for the site throughout 2 complete redesigns. Created templates for internal communications such as emails, PowerPoints, and Google Slides presentations. Created key sales collateral like order guides, sell sheets, event signage, product liveries, brochures, webinars, and one-pagers. Supported the overall visual brand identity through creating brand collateral, brand guidelines, design toolkits, paid media, social graphics, office decor and apparel. Served as art director on 4 product photo/video shoots.

MERKLE P&LS

July 2019 — December 2021

Designer. Worked mainly on the Samsung account designing campaigns for Samsung Pay, Health, Members, & Galaxy Store. Created daily learning content and designed banner ads, articles, and training materials for Samsung's training app Samsung Elite. Pitched concepts for promotions to both internal stakeholders and clients. Outside of Samsung, I designed sweepstakes microsites and designed loyalty app UI for clients including (but not limited to) Harley-Davidson, Wyndham, Mondelez Inc., T-Mobile, AARP, and Starbucks.

AIGA DECIPHER CONFERENCE

May 2018 — September 2018

Lead Designer. Designed all print materials for the AIGA DEC Decipher Conference held at the Stamps School of Art & Design including schedules, signage, posters, maps, mailers, advertisements, and attendee gift packages. Managed the printing and placement of all print materials for the event. This was a contract position, which ended after the event's conclusion.

🎓 Education

UNIVERSITY OF MICHIGAN

Class of 2019

Received a Bachelor of Fine Arts degree with a specialization in graphic arts from the [Stamps School of Art & Design](#). NCAA Varsity Cheerleader, sideline and competitive.

STUDIO ARTS COLLEGE INTERNATIONAL

Semester Abroad 2018

Studied at [SACI](#) in Florence, Italy during the summer semester. Courses taken included Visual Design and Italian Art History. Received a 4.0 during this semester.