

# MADDI LELLI

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I am currently employed as a Designer at Merkle P&LS (formerly known as HelloWorld Inc.) but I'm ready for a change! I'm on the hunt for new opportunities to create compelling work for a modern brand or client. Through a thoughtful approach to design and a careful attention to detail, I can handle any design task thrown my way - digital or for print. More than willing to move to a new location for the right position.

## SKILLS

### ADVANCED PROFICIENCY

- Photoshop
- Illustrator
- InDesign
- After Effects
- Adobe XD
- HTML & CSS
- InVision, Figma
- MS Powerpoint

### INTERMEDIATE PROFICIENCY

- Sketch
- Digital illustration
- Premiere
- Final Cut Pro
- Keynote

## EXPERIENCE

### MERKLE P&LS - DESIGNER

JULY 2019 - PRESENT | SOUTHFIELD, MI

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. Supported work on other accounts such as creating promotional websites, pitch decks, and other digital deliverables.

### AIGA DECIPHER CONFERENCE - DESIGNER

MAY 2018 - SEPTEMBER 2018 | ANN ARBOR, MI

Designed all print materials for the AIGA DEC Decipher Conference held at the Stamps School of Art & Design. This included schedules, signage, posters, maps, mailers, advertisements, and attendee gift packages.

### UPROAR COMMUNICATIONS - DESIGN INTERN

MAY 2017 - AUGUST 2017 | ANN ARBOR, MI

Worked alongside full-time graphic designers on a variety of projects for both national and international companies. Designed logos for small and large businesses. Created animated web-ads using After Effects.

### PARAGON DESIGN+DISPLAY - DESIGNER & PRINTER

JUNE 2017 - JANUARY 2018 | ANN ARBOR, MI

Set up files for print & routing using Photoshop & Illustrator. Designed booklets, fliers, and an additional variety of print media. Consulted with clients regarding material, design, and finishing options.

## EDUCATION

### UNIVERSITY OF MICHIGAN - BACHELOR OF FINE ARTS

SEPTEMBER 2015 - MAY 2019 | ANN ARBOR, MI

### STUDIO ARTS COLLEGE INTERNATIONAL

JUNE 2018 - AUGUST 2018 - FLORENCE, ITALY