

Madelyn "Mo" Hinojosa

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**69 Lewis Ave. #2
Brooklyn, NY 11206**

Education

School of Visual Arts, New York City, NY — High Honors BFA Design, 2021

Work Experience

Jones Knowles Ritchie, June 2022–Present

Designer

- * Create new and thoughtful identities for established brands
- * Ideate on existing and proposed packaging designs
- * Collaborate with strategists on campaign ideas

Freelance, May 2021–Present

Motion Designer, Designer, Art Director

- * PZAZ Caffeine Mist
 - * Developed brand visuals and deliverables under Zipeng Zhu
- * AIGA
 - * Art directed and animated title sequence and title cards for the documentary *Seymour and Steven in Conversation*
- * Friday Deploys
 - * Lead brand creation including logo, voice, products, and ads

Theatre For A New Audience NY, Oct. 2021–Jun. 2024

Design Associate

- * Work directly with Paul Davis to cultivate visuals for upcoming plays
- * Prepare files for website, online ads, marquees, and print

MTV, Feb. 2022–June 2022

Designer

- * Create key art and identities for MTV productions
- * Iterate on artwork for existing Paramount properties

This January, May 2021–Feb. 2022

Designer

- * Form design concepts and visuals for brands and campaigns
- * Art direct and set dress for photo and video productions

Timothy Goodman, Jan. 2018–Oct. 2020

Design Assistant

- * Managed the People of Craft website and instagram
- * Vectorized artwork for the creation of murals, animations, and products

**Awards, Exhibitions,
& Publications**

SVA Alumni Journal, 2023

The One Club, 2023

Shorty Awards Finalist, 2022

American Advertising Federation D.C. 2022

School of Visual Arts Senior Portfolio Top Percentile, 2021

ADC Young Ones Bronze "Design for Good," 2020

New York Festivals "Positive World Impact," 2020

SVA Motion Spring Show Exhibition, 2020