

# MADELEINE GOULD

SR ART DIRECTOR

## EXPERIENCE

**Contract/Freelance Work** | 2024 – Present

*Senior Art Director*

- Clients: **Airbnb, California Department of Public Health, Dunkin', Instacart, Manscaped, Más+ by Messi, Postmates, Unwell, YouTube TV**
- Concepted across product, social, TV, and brand campaigns. Led creative from pitch to rollout, partnering closely with copywriters to craft cohesive, insight-led ideas. Balanced big-picture thinking with hands-on visual direction.

**Two Circles** | 2023 – 2024

*US Graphic Design Studio Lead*

- Led cross-office design teams (LA, NY, KC, MIA) on campaign development and social content strategy for Amazon TNF and internal pitch work. Elevated creative consistency and design craft across assets and presentations.

**Live Nation** | 2022 – 2023

*Senior Graphic Designer*

- Concepted artist campaigns and pitch materials across digital and social.
- Spearheaded a video series and developed tour presentations that directly contributed to winning new artist tours.

**London Alley** | 2022

*Art Director*

- Directed creative for music videos, brand campaigns, and partnerships. Art directed CANN's "Taste So Good" and Eminem x Snoop's "From the D to the LBC." Led visual development for artist collabs and award-winning work for CANN.

**Laundry Service** | 2019 – 2021

*Graphic Designer*

- Designed daily content for Amazon Music. Led visual refreshes and evergreen content revamps focused on artist engagement and brand consistency.

**Contract/Freelance Work** | 2016 – 2019

*Junior- Mid Level Graphic Designer/Animator*

- Created visuals, motion content, and promo materials across music, fashion, and retail. Work spanned print, digital, and live formats.

## CLIENTS

19 Crimes Wine, 5 Seconds of Summer, Adidas, Airbnb, Amazon, Aminé, Banana Republic, Bazzi, Benefit Cosmetics, California Department of Public Health, CANN, Charlotte Russe, Dan & Shay, Discord, Drake, Dunkin', Future + Meek Mill, Instacart, Live Nation, Manscaped, Más by Messi, Oracle, Post Malone, Postmates, Post Malone, Snoop Dogg, Spotify, University of Oregon, Unwell, Western Digital, Whatnot, YouTube TV

## PORTFOLIO

<https://www.madeleine-gould.com>

## CONTACT

maddykgould@gmail.com

## EDUCATION

University of Oregon, B.A.

The Bookshop School For Ads

AdHouse

## AWARDS

4x Cannes Lions (2025)

2x The ONE Show- Silver Pencil (2025)

CLIO Silver (2025)

CLIO Gold (2022)

CLIO Bronze (2022)

AdAge Small Agency of the Year (2018, Silver)

## AGENCIES

Mother I Creative

Hook I Sr. Art Director

VCCP I Sr. Art Director

Juxtapose Studio I Sr. Art Director

Duncan Channon I Sr. Art Director

London Alley I Art Director

Laundry Service I Graphic Designer

The Many I Graphic Designer

J Walter Thompson I Motion Design

Vayner Media I Jr. Art Director

## SKILLS

Adobe Creative Suite

Art Direction

Concept Development

Creative Direction