

Maddi Villines

Boston Based Graphic Designer

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Work Experience

Sasaki Boston, MA

Architecture and Design Firm

Environmental Graphic Designer, May 2022 – Current

Developed large scale wall graphics, wayfinding systems, master plan templates, signage standards packages, marketing collateral, brand identities, code signage packages, and interview materials. Lead clients through the design process from kick-off to installation while providing project management and facilitating coordination. Prepared comprehensive and detailed production files for 2D and 3D artwork and reviewed relevant samples and shop drawings through installation. Worked collaboratively with interdisciplinary teams across offices on a variety of projects and market sectors.

Arrowstreet Boston, MA

Architecture and Design Firm

Graphic Design Intern, August 2021 – December 2021

Developed large scale wall graphics, educational signage, and a comprehensive icon system for Gates and Douglas Elementary School in Acton, MA. Created interior signage and navigation concepts for the Boston Public Library. Assisted internal teams by producing marketing collateral, client presentations, and design material. Attended on-site mock up reviews and meetings with clients.

Procter and Gamble Cincinnati, OH

Consumer Goods Corporation

Febreze Brand Expression Intern, Remote Position, May 2020 – August 2020

Created and updated packaging for various Febreze products that aligned with brand guidelines. Organized and executed design focused consumer research and market audits. Worked with external partners on projects. Provided design perspective and assistance to interdisciplinary teams.

PlayMonster Beloit, WI

Toy and Game Company

Graphic Design Intern, January 2019 – April 2019, August 2019 – December 2019

Created packaging and artwork for various toy and game brands. Collaborated with interdepartmental teams to prepare and deliver progress presentations to company executives for approval. Provided graphics, dielines, and prototypes for all stages of product development.

Education

University of Cincinnati Cincinnati, OH

College of Design, Architecture, Art and Planning (DAAP)

Communication Design Major, Class of 2022. Participated in the Professional Practice Program, alternating semesters of classroom study with work in the field of design.

Skills

General Skills

Adobe Creative Suite with Expertise in Photoshop, Illustrator, InDesign, and Acrobat. Digital and Hand Sketching. Consumer/Market Research and Analysis. Project Management. Brand Development and Implementation.

Experiential Design

Signage/Wayfinding Development and Implementation. Environmental Graphic Design. Large Scale Wall Graphics. CADTools. SignAgent. Bluebeam Revu. 3D Signage Fabrication and Installation. Understanding of Architectural Plans and Drawings. Coordinating Fabrication and Installation Teams. Code Signage Packages and ADA Compliance.

Packaging Design

Packaging Prototyping and Construction. Preparing Artwork Files for Printing. Development of Dielines. Direction Product Photo Shoots. Digital Illustration.