

Madalyn Ellerbrock

📍 Chicago, Illinois, United States ✉️ madiellerbrock@gmail.com 📞 6149409995 🌐 [in/madi-ellerbrock](https://www.linkedin.com/in/madi-ellerbrock) 🌐 [madiellerbrock.com](https://www.madiellerbrock.com)

SUMMARY

Graphic designer with 4+ years of experience creating visually engaging campaigns across digital, print, and motion. Skilled in brand identities and social-first assets for national brands. Adept at turning cultural insights into bold storytelling that connects with audiences. Collaborative, detail-driven, and passionate about pushing creative boundaries while meeting strategic goals.

EXPERIENCE

Junior Graphic Designer | Current Global (Global PR Agency) | Chicago, IL | September 2021 - Present

- Translated strategy and trend insights into bold, on-brand creative for clients such as Applebee's, Pfizer, Bissell, and Hidden Valley Ranch.
- Boosted client social engagement by 25% by designing 30 culturally relevant social media assets annually, including motion graphics, aligned with campaign goals.
- Designed and expanded visual identity systems, enhancing brand recognition and customer satisfaction using Adobe Creative Cloud tools.
- Delivered high-quality design solutions on 5+ concurrent projects by collaborating with cross-functional teams under tight deadlines.

Graphic Designer | Shure (Audio Electronics Manufacturer) | Niles, IL | April 2021 - August 2021

- Produced digital and print assets including product guides, internal reports, and branded graphics that adhered to global brand standards.
- Streamlined information architecture, reducing production costs by 25% and improving clarity and user engagement through visual hierarchy in brand materials.

Graphic Design Intern | Champions for Philanthropy (Philanthropy Consulting) | Remote | June 2020 - August 2020

- Designed editorial print layouts and produced 20+ social media assets, expanding brand visibility while maintaining consistent visual identity across platforms.

Creative Development Intern | Top Floor Management (Entertainment Management) | Remote | June 2020 - July 2020

- Created visual assets including apparel designs, cover art, ad creatives, and video content, tailored to musical artists' brand voices.

Graphic Design Intern | Garmentier (Digital Platform for Stylists) | Chicago, IL | October 2019 - February 2020

- Led redesign of the company website through user-centered design principles, improving navigation and user experience.
- Used Figma to develop wireframes and clickable prototypes, iterating based on user testing and stakeholder feedback.

EDUCATION

Bachelor of Fine Arts in Graphic Design | DePaul University | Minor in User Experience Design | Chicago, IL

- Awards/Honors: Magna Cum Laude

AWARDS & HONORS

Gold Clio Entertainment Award – Experiential/Publicity Stunt | Clio Awards | 2024

- Recognition for the Applebee's Date Night Pass™ campaign in Innovative Experiential Marketing category.
- 5.6B+ Earned Impressions and featured in The Wall Street Journal.

Gold SABRE Award for Superior Achievement in Brand-Building | PProvoke Media | 2024

- Recognition for the Applebee's Date Night Pass™ campaign in the Consumer Products category, exemplifying exceptional consumer engagement and brand loyalty.

SKILLS

Technical Skills: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Figma, Powerpoint, Midjourney, ChatGPT.

Design & Creative Skills: Visual Communication, Creative Direction, User-Centered Design, Trend Interpretation, Cross-Disciplinary Collaboration.

Professional & Soft Skills: Communication, Time Management, Attention to Detail, Adaptability, Continuous Learning.