

MADELEINE GOULD

EXPERIENCE

Contract/Freelance Work | 04.2024 – Present

Sr. Art Director

- Developed social strategy and concepts, provided design leadership, and contributed as an individual designer.
- Clients: Airbnb, Más+ by Messi, Meta, Youtube TV

Two Circles | 08.2023 – 04.2024

US Graphic Design Studio Lead

- Led design teams hands-on from concept to execution in our US offices (LA, NY, KC, MIA) to create social-first work including hype + win graphics, templates, and corporate collateral, enhancing client acquisition and the success of ongoing campaigns.
- Accounts: Amazon Thursday Night Football, Pitch teams.

Live Nation | 11.2022 – 07.2023

Sr. Graphic Designer

- Conceptualized and developed social + digital assets. Spearheaded video series included in our artist package.
- Won tours by creating presentations that effectively match and resonate with the targeted artists/clients.

London Alley | 1.2022 – 10.2022

Art Director

- Developed and executed campaigns and partnerships, enhancing visibility, engagement, and market expansion.
- Art direction for "Taste So Good" music video featuring Kesha and RuPaul's Drag Race finalists; IMDb credits for "From the D to the LBC" music video featuring Snoop Dogg and Eminem.
- Orchestrated Lyle the Therapy Gecko x Market collaboration, expanding visibility and market reach.
- Won CLIO awards for work with CANN.
- Clients: CANN, Western Digital, Therapy Gecko, London Alley Coachella, Hannah Lux Davis, Eminem, Whatnot x Post Malone.

Laundry Service | 10.2019 – 01.2021

Graphic Designer

- Designed content specifically for Amazon Music social channels.
- Led key projects, such as the revamp of artist liners, driving user engagement and retention.

STURDY | 9.2018 – 10.2019

Freelance Designer/Animator

- Worked directly with CD to create compelling, award winning tour visuals and video content.
- Clients: 5 Seconds of Summer, Adidas, Aminé, Bazzi, Dan & Shay, Drake

Contract/Freelance Work | 2016 – 2019

Jr- Mid Level Graphic Designer/Animator

- Work ranging from print, digital, and social.
- Clients: Banana Republic, Benefit Cosmetics, Charlotte Russe, Future + Meek Mill "Legendary Nights" Tour, Spotify, University of Oregon Football Department, Upwork Rebrand

PORTFOLIO

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

EDUCATION

University of Oregon, B.A.

SKILLS

Adobe Creative Suite

HTML

CSS

Bootstrap

Sketch

Figma

AWARDS



CLIO Cannabis 2022 Gold



AdAge's Small Agency of the Year 2018 Silver



CLIO Cannabis 2022 Bronze

BIO

A curious multidisciplinary art director & designer with experience in the entertainment and advertising industries. Seeking a position where I can utilize my expertise in design execution and concept development to drive impactful social and 360 campaigns.

AGENCIES

Hook | Sr. Art Director

VCCP | Sr. Art Director

Hogwash Studios | Sr. Art Director

London Alley | Art Director

Laundry Service | Graphic Designer

Vayner Media | Jr. Art Director

The Many | Graphic Designer

J Walter Thompson | Motion Design

CONTACT

maddykgould@gmail.com