

Madi Ellerbrock

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SUMMARY

Graphic designer with 5+ years of experience developing bold, insight-driven work across branding, social, print, and motion, with experience leading projects from concept to execution. Skilled at translating strategy and cultural insights into visuals that engage audiences and strengthen brand identity.

EXPERIENCE

Graphic Designer | Current Global | Chicago, IL | September 2021 - Present

- 5.6B+ earned impressions and Wall Street Journal coverage by leading the design of the Applebee's Date Night Pass™ campaign.
- Led on-brand creative for clients such as Hidden Valley Ranch, Abbott, Bissell, and Priority Health.
- Increased audience engagement by 20% through the creation of 30 social media assets, including static and motion graphics.
- Expanded visual identities, boosting brand recognition and customer satisfaction using Adobe Illustrator and Photoshop.
- Delivered high-quality design solutions on 5+ concurrent projects through cross-functional collaboration under tight deadlines.

Graphic Designer | Shure | Niles, IL | April 2021 - August 2021

- Produced digital and print assets that adhered to brand guidelines using Adobe InDesign.
- Streamlined information architecture, improving clarity, usability, and reducing production costs in brand materials.

Graphic Design Intern | Garmentier | Chicago, IL | October 2019 - February 2020

- Led redesign of the company website, improving navigation and overall user experience.
- Developed wireframes in Figma, iterating designs based on stakeholder feedback.

EDUCATION

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

AWARDS & HONORS

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

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

SKILLS

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

Design & Creative Skills: Creative Direction, Branding & Identity, UX/UI Design, Trend Analysis, Cross-Functional Collaboration.

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