



# Madeleine Cook

SENIOR GRAPHIC DESIGNER

## WORK EXPERIENCE

### Senior Digital Designer

*ILLUMUS | Nov 2021 - Sep 2026*

- Designing print and digital marketing collateral, including product sales flyers, brochures, and cut sheets
- Leading UX/UI and web design initiatives to deliver modern, accessible, and responsive digital experiences
- Collaborating closely with web developers to maintain and enhance website functionality, structure, and usability
- Creating and optimizing digital assets for email campaigns, landing pages, and online marketing initiatives
- Ensuring all projects meet brand standards, quality expectations, and delivery timelines
- Proactively identifying and implementing innovative digital design solutions to improve marketing performance and brand engagement
- Coordinating cross-functionally with Product Line Managers (PLMs) and Engineering teams to support timely product launches
- Supporting broader marketing and business objectives through additional design

### Graphic Designer

*JumpCrew | Jan 2020 - Nov 2021*

- Creating print and digital magazines, advertisements and graphics for Military Brands
- Working mainly in InDesign, Photoshop, Illustrator, XD and Adobe Acrobat to create and review artwork for clients and publications
- Coordinating and communicating directly with Client Success and Quality Control in order to provide consistent and quality work to our clientele
- Used Monday.com, Salesforce, Slack, and Google Workspace to maintain files and streamline communication
- Produced online materials such as digital advertisements, blog images, social media posts, one pagers, infographics, email designs, etc.

### Production Artist

*400 Ink | Feb 2019 - Jan 2020*

- Developing concepts, graphics, and layouts for product illustrations and company logos
- Working with clients, briefing and advising them with regard to design style, format, print production and timescales
- Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality

## PROFILE

Creative Graphic Designer with 7+ years of experience developing brand identities, multi-channel marketing campaigns, and engaging digital and print collateral. Skilled in visual storytelling and strategic design that strengthens brand recognition and drives engagement.

## SKILLS

- Adobe Creative Cloud Suite
- Print & Digital Design
- Marketing
- Typography
- Branding
- UI & Web Design
- Project Management
- Photo Editing

## EDUCATION

### University of North Georgia

*Bachelor of Arts, Graphic Design | Aug 2015 - Dec 2019*

- Studied project planning, coordination, and ethics
- Worked with various startups on launching new apps and services