

# Madeleine Gravely

**Graphic Designer**  
seeking a full-time role.

## EDUCATION

University of Virginia  
Bachelor of Arts (B.A.)  
African-American Studies;  
Anthropology  
Class of 2022, GPA 3.85

Stanford University  
Graduate Certificate  
Computer Programming &  
Web Foundations

## SKILLS

Brand Strategy; Creative  
Concept Design; Adobe  
Creative Suite; Digital/  
Print Collateral; Social  
Media; Web Design; Data  
Analytics; User Interface  
(UI) Design; Project  
Management; Adaptability

## LANGUAGES

English (Native)  
French (Intermediate)  
German (Fluent, C1)

## LINKEDIN

www.linkedin.com/in/madeleinegravely/

## Work History

### Head of Graphic Design

*Maison des Nus (2024-Present), New York, NY*

- Produce branding materials for the fashion brand, including logos, color schemes, and print collateral, ensuring consistency across all platforms.
- Collaborate directly with the CEO to develop brand guidelines and asset libraries, aligning the brand's visual identity with its core values and target audience.
- Lead the rebranding initiative, designing new brand assets and adapting visuals for clothing collections to refresh and modernize the brand's identity.

### Graphic Designer

*Freelance (2014-Present), Worldwide*

- Create compelling visual narratives and design solutions for print, digital, and multimedia platforms.
- Utilize industry-leading software to deliver innovative and visually appealing media.
- Manage multiple fast-paced projects independently and collaboratively, consistently meeting deadlines and exceeding client expectations.
- Demonstrate advanced proficiency in Adobe Creative Suite programs.

### Senior Project Designer

*Greg Morley (2024-2025), Paris, FR (Remote)*

- Directed digital marketing strategies to promote a memoir focused on diversity and inclusion in the workplace.
- Designed and developed the website, including content creation and graphic design.
- Oversaw branding and promotional efforts, managed social media campaigns, and successfully executed the launch.

### Creative Director Intern

*99 Yards (6-Month Duration, 2024), New York, NY*

- Inaugural Creative Director at an app-based fashion and creative production company, establishing brand identity and vision.
- Drive brand strategy using development and predictive analytics to inform creative decisions.
- Create brand guidebooks and guidelines to ensure consistency across all platforms.
- Supervise content production teams to foster innovative strategies aligned with brand goals.

### Lead Designer & Creative Director

*TEDx (2019-2021), Charlottesville, VA*

- Managed a team of six junior graphic designers.
- Created print and digital collateral, including posters, brochures, and presentations, to enhance event promotion and social media engagement.
- Led campaign strategies and experiential design for five TEDx conferences, both in-person and online.
- Collaborated with event organizers, speakers, sponsorship teams, and vendors to ensure successful event execution.