

Madeline Hogan



madeline-hogan.com

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(650) 450-1521

EDUCATION

Loyola Marymount University (LMU),
Los Angeles, CA
B.A. Graphic Design
B.A. Art History
Aug 2016 - May 2020

Honors

- Dean's List 2018 & 2019
- Sharon Walter Memorial Scholarship

TOOLS

Photoshop
Illustrator
After Effects
InDesign
XD
Figma

SKILLS

Branding
Art Direction
Social Media Design
Typography
Project Management
Concepting
Motion Graphics
Collaboration
Print Preparation
Photography

ADDITIONAL INFO

Courses

School of Motion After Effects Kickstart

Memberships

AIGA, SEG D

EXPERIENCE

Saatchi & Saatchi, Designer
Apr 2024 - Present | El Segundo, CA

Wpromote, Graphic Designer
Nov 2021 - Jan 2024 | El Segundo, CA

- + Concept and design campaigns/visuals for various digital platforms (paid media, social, YouTube, Amazon, HTML, and email).
- + Present concepts and articulate design rationale to internal teams and clients.
- + Define client visual direction.
- + Work on multiple projects at once while ensuring high-quality execution.
- + Launch campaigns/high-performing assets that generate \$500k+ per year.
- + Work independently and/or collaboratively with art directors, strategists, and freelancers on projects.
- + Able to anticipate and avoid roadblocks, ensuring creative teams meet client's needs on time and within budget (create internal resource guides, workflows, and daily department platforms).
- + Clients include: Alo Yoga, Paul Mitchell, VSCO, KitchenAid, Whirlpool, Hibbett Sports.

Use All Five, Junior Designer (Freelance)
Oct 2021 - Jan 2022 | Marina del Rey, CA

- + Design and layout for Google News Initiative presentations.
- + Translate copy and abstract ideas into diagrams.

Madeline Hogan Design Freelance
May 2020 - Apr 2024 | Los Angeles, CA

- + Develop cohesive design program for hospitality client's properties.
- + Work includes: digital graphics, logos, experiential design, and printed materials.

University's Laband Art Gallery, Gallery Assistant
Aug 2018 - May 2020 | LMU

- + Exhibition design and installation.
- + Design promotional material for upcoming exhibitions.

College of Communication & Fine Arts, Art Media Supervisor
Aug 2016 - May 2020 | LMU

- + Design studio layouts and manage equipment.
- + Printmaking studio assistant: operate studio equipment (litho press), material prep, and critique student work.