

MADISON HAENSZEL

PORTFOLIO

LINKEDIN

GRAPHIC DESIGNER

I am originally from Columbus, Ohio (Go Bucks), and graduated from The University of Cincinnati in the College of Design Architecture Art and Planning with a Bachelor's of Science in Communication Design. I have professional experience in brand identity, social media marketing, environmental graphic design, and advertising design. I am a very effective communicator and enjoy collaborative environments.

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MAHAENSZEL
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EMPLOYMENT HISTORY

Environmental Designer I-II at Kahler Slater

Aug. 2024 – Present

Translating brand identities into physical spaces through signage systems, environmental graphics, and dimensional installations. Creating detailed design intent packages and production-ready artwork. Guiding projects from master planning through construction administration, collaborating closely with clients, vendors, and contractors.

Graphic Designer at Advertising Vehicles

Dec. 2023 – July 2024

Leading and managing vehicle advertisement and fleet projects for assigned clients, accounts and markets. Building accurate custom templates to client-provided specifications and preparing designs for production. Using high attention to detail, copy and brand requirements to enhance visibility, interaction and remarkability for client advertisements.

Graphic Design Intern at NELSON Worldwide

Jan. 2022 – Dec. 2022

Assisting in the design of retail and restaurant brands, helping develop their branded environment, signage, and wayfinding needs. Rendering realistic photographs of designs and constructing dimension documents of finalized designs for manufacturing. Managing multiple projects simultaneously while communicating effectively with team/clients in a remote setting.

Graphic Design Intern at VSWC Architects

Jan. 2020 – Dec. 2020

Conceptualizing and designing physical and virtual client outreach products. Working in a team format to design and print RFQ's, and prepare team for RFQ presentations. Managing the updates on company social media, and website while conjointly researching markets/competitors.

EDUCATION

Communication Design at University of Cincinnati

Aug. 2018 – Apr. 2023

Practicing in Professional Practice Program alternating semesters of classroom study with work in the field of Communication Design
Graduated Magna Cum Laude.

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premier Pro
Microsoft Office
Effective Time Management
Virtual Collaborative Workspaces
Creative Problem Solving
In-Person and Virtual Communication

HOBBIES

Movie Going
Recipe Trying
Craft Club
Book Club