



# MADI RIDDLE

## Education

Bachelor of Fine Arts in  
Graphic Design  
Arkansas State University

## Relevant Classes

- Typography and Layout
- Identity Design
- Interaction Design
- Digital Illustration
- Photography
- Marketing
- Design Entrepreneurship

## Awards

2018-2022 A-State Pride Scholarship  
Fall 2021 A-State Dean's List  
Fall 2020 A-State Chancellor's List  
Spring 2020 A-State Dean's List  
April 2017 Arkansas Young Artist  
Association, Acrylic Expressive,  
Honorable Mention

## Skills

- Adobe Creative Suite
- Photography
- Advertising
- Identity Design + Branding
- UI/UX Design
- Illustration
- Typography

## References

Available upon request.

## Contact Info

in Madi Riddle  
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## Professional Experience

January 2023 - February 2023 | Logo Designer

**Hardwire**, Fayetteville, AR

- Consulted client through early stages of brand development and designed versatile logo system.

November 2022 - January 2023 | Logo Designer

**Toro (Omar Medina)**, Fayetteville, AR

- Designed logo that embodies clients bold musical sound, references his cultural background and pays homage to his creative influences.

June 2021 - August 2021 | Art Director Intern

**Stone Ward**, Little Rock, AR

- Assisted with internal design work for Terminix's Safety First Box.
- Helped with the ideation of Terminix's Shine's Day logo design.
- Created magazine advertisement for America's Car Mart.
- Participated in ideation for SNAP-ON toolbox wrap design.
- Attended commercial shoot for Sissy's Log Cabin.
- Attended Sport Clips photography shoot for ad campaign.
- Helped with sound editing for Sport Clips commercial.
- Designed Stone Ward Camp Reality internship wall art.

January 2021 - April 2021 | Designer

**American Cancer Society**, Jonesboro, AR

- Worked on team to create social media campaign for fundraising event called "Gold Together."
- Campaign included illustration and branding.

January 2021 - April 2021 | Designer

**Arkansas Game and Fish**, Jonesboro, AR

- Worked with team to create "Gone Fishing" campaign.
- Tasks included commercial advertisement, copy writing, point of purchase design, web design, and collateral design.

January 2021 - April 2021 | Designer

**United Way**, Jonesboro, AR

- Worked on team to create set of logos for "Give Where You Live" campaign.