

Madison Seelye

CREATIVE DESIGNER & PROJECT LEAD



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DFW Metroplex



madisonseelye.art

SUMMARY

Learning & Development professional with experience designing learning programs for 150+ learners annually, developing multimedia learning experiences, and translating complex technical concepts into engaging, accessible content. Combines instructional design, digital media, training facilitation, and cross-functional leadership, including coordination of a 22-member interdisciplinary team.

EDUCATION & CERTIFICATIONS

University of Texas at Austin (2018-2022)

Graduated with a Bachelor of Fine Arts (B.F.A) in Studio Art

Art Education Teaching Certification | State of Texas (Issued 2024)

Passed Pedagogy and Professional Responsibilities EC-12 and Art Content exams along with required intern hours for certification.

Learning & Development Certificate | HR Certification Institute (HRCI)

CORE COMPETENCIES & SKILLS

- **Project Management:** Project-Based Frameworks, Production Scheduling, Resource Allocation, Workflow Optimization
- **Creative & Technical:** Graphic Design, Digital Illustration, Brand Strategy, Content Creation, Layout Design, Adobe Creative Cloud
- **Leadership & Communications:** Cross-Functional Leadership, Social Media Management, Public Relations, Stakeholder Engagement
- **Learning & Development (L&D):** Curriculum & Instructional Design, Training Facilitation, Adult Learning Principles, Workshop Leadership, Needs Assessment

WORK EXPERIENCE

Digital Media Program Manager & 8th Grade Team Lead

Terrell ISD (2023-Present)

- Built and implemented the campus Digital Media program serving approximately 150 learners annually; developed 9 comprehensive instructional units with 1-2 performance-based projects per unit, supplemental coursework, assessments, and learning resources.
- Design end-to-end learning experiences that translate technical and creative concepts into scaffolded instruction, multimedia resources, hands-on activities, and performance-based assessments.
- Develop original instructional materials and interactive learning experiences using Adobe Creative Cloud, Canva, , Google Workspace, Google Classroom, Nearpod, Genially, Wayground and Twine.
- Coordinate communication and operational alignment for a 22-member interdisciplinary team, managing timelines, facilitating initiatives, communicating priorities, and resolving workflow challenges.
- Direct end-to-end production of the annual yearbook, coordinating contributors, production schedules, vendor relationships, quality standards, budget considerations, marketing, and final distribution.
- Manage campus social media and digital communications; content strategy increased Facebook views 310%, content interactions 797%, and followers 132%.
- Manage and maintain a daily digital announcement presentation, coordinating timely campus information and producing engaging visual communications for a schoolwide audience.

Freelance Designer & Illustrator

Self-Employed Prior to Aug 2023

- Partnered with small-business clients to translate project requirements into cohesive brand identities, visual assets, logos, and digital collateral.
- Managed projects through the full creative lifecycle, including discovery, scope, design, revisions, quality assurance, deadlines, final delivery, marketing, and financial tracking