

MADISON SEELEYE

MULTIMEDIA CREATIVE | ILLUSTRATOR | DIGITAL CONTENT
DESIGNER

CONTACT



972-821-3210



madisonseelye16@gmail.com



Dallas-Fort Worth Metroplex

EDUCATION

BFA STUDIO ART

University of Texas at Austin

2018-2022

SKILLS

Graphic Design • Illustration •
Branding & Identity • Layout &
Typography • Digital + Print Design
• Photography • Video Editing •
Animation Fundamentals • Visual
Storytelling

SOFTWARE

Adobe Photoshop • Illustrator •
InDesign • Premiere Pro • Lightroom
• Canva (Advanced) • Procreate •
DSLR Camera Operation • Social
Media Analytics & Schedulers •
Google Workspace

PROFESSIONAL STRENGTHS

Content Strategy • Client
Communication • Project
Management • Training/Instructional
Materials • Asset Delivery •
Audience Engagement • Campaign
Planning • Creative Problem Solving

PORTFOLIO

madisonseelye.art

Multimedia creative specializing in illustration, branding, graphic design, and digital content production. Experienced in Adobe Creative Cloud, photography, layout design, and social-media-forward storytelling. Strong background in visual communication, project-based media development, and concept-to-execution workflow. Seeking a hybrid creative role in agency, entertainment, or digital media environments.

EXPERIENCE

DIGITAL MEDIA SPECIALIST (DIGITAL MEDIA TEACHER)

Terrell ISD

2023 - Present

- Design and produce visual assets, photography, and media content for campus publications and communications.
- Create and direct media-based projects using Adobe Creative Cloud and A/V production tools.
- Oversee yearbook identity, layout design, content planning, and publication workflow.
- Develop instructional/training-style materials introducing branding, storytelling, and design concepts.
- Manage camera equipment inventory and coordinate digital media lab operations.
- Serve as Campus Key Communicator, capturing and editing media to increase engagement.

FREELANCE ILLUSTRATOR & CREATIVE BUSINESS OWNER

NoArtFound Austin TX

2018 - 2023

- Provide commissioned illustrations, branding assets, and design packages for individual clients and small businesses.
- Create original merchandise including prints, stickers, apparel, and small goods sold online.
- Develop branded packaging and cohesive visual identity to support customer experience.
- Manage marketing, product launches, audience engagement, and customer communication.
- Convert social media activity into repeat business and long-term client relationships.

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

Austin TX

2018 - 2023

- Designed digital and print graphics for campaigns, promotional assets, and brand materials.
- Managed content calendars and implemented visual strategy across multiple platforms.
- Created audience-driven graphics that increased engagement and consistency in brand messaging.