

# MADISON SEELYE

MULTIMEDIA CREATIVE | ILLUSTRATOR | DIGITAL CONTENT DESIGNER

## CONTACT



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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.