

Madelin Woods

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EDUCATION

University of Illinois at Urbana-Champaign

Aug 05–Aug 09; Champaign, IL

B.S. in Advertising, B.S. in Spanish

Study Abroad, Barcelona, Spain

Aug 06–Jun 07

Advertising Course Abroad, Dominican Republic

Winter Break 07

SKILLS

Fluent in English and Spanish

HTML, CSS, Javascript, Photoshop, InDesign, Illustrator, Dreamweaver, Wordpress, iWork, Microsoft Office

Experience with: 3D Studio Max, After Effects, Google SketchUp, Final Cut Pro, Flash, Mathematica, Maya, PHP, Python

HONORS

- 2009 – ADDY Gold, Art Direction, Non-Traditional
- 2008 – 1st place, Short 3D Animation, UIUC Engineering Open House
- 2008 – Apple Sales Professional

PROFESSIONAL ACTIVITIES

ACM SIGGRAPH; Professional-Student Chapters Committee

May 09–Present

ACM SIGGRAPH, UIUC Chapter; Vice Chair

07–May 09

American Advertising Federation, UIUC Chapter; Publications Committee

07–May 09

EXPERIENCE

GiveChange, Inc; Creative Director

Dec 09–Present; San Francisco, CA

- Designed & launched website from initial strategy to final execution
- Improved website re-design using analytics and user feedback
- Managed design team of three

Freelance Design

07–Present; Champaign, IL; San Francisco, CA

- Clients include: O'Reilly Media, Agency Charlie, Illini Apple Center, Champaign-Urbana Mass Transit District, Zoom Productions, Wolfram Research
- Designed and produced logos, websites, posters, brochures, 3D models, and event planning & production

Champaign-Urbana Design Org; Co-Founder & Executive Member

Nov 08–Apr 10; Champaign, IL

- Built a community professional designers to network, be inspired, gain exposure, and leverage local resources
- Grew the community to 50+ members within 6 months
- Recruited an esteemed board of directors / advisors, composed of university professors and community leaders
- Organized and managed events (eg Pecha Kucha Nights) with 400+ attendees and 10-15 presenters each
- Designed brand identity (logos, posters, press releases, promotional and event materials)
- Managed all of the internal and external communications (press releases, media kits, distribution)

Emerging Digital Research and Education in Arts Media (eDream) Institute at UIUC; Graphic / Web Designer

Jun 09–Apr 10; Champaign, IL

- Designed and coded 2 departmental websites from initial strategy to final execution
- Storyboarded and produced promo films featured at conferences such as Morrill Act Conference at UIUC and various demonstrations
- Represented eDream at national conferences, such as SIGGRAPH and IMAX Hubble 3D Premiere

Wolfram Research; Design Intern

Summer 06, Jun 07–Sept 09; Champaign, IL

- Designed webpages, social media pages, banners, signage, artwork, and various print materials
- Represented Wolfram Research at national conferences, such as SIGGRAPH and Wolfram's Technology Conference