

madelin WOODS

ADVERTISER.DESIGNER.BRAIN.



madelinw@gmail.com • www.madelinwoods.com • TEL 217 766 4181

EDUCATION

UNIVERSITY OF ILLINOIS

August 2005–August 2009; Champaign, IL

3.55 GPA; Dean's List

Bachelor of Science in Advertising
Bachelor of Arts in Spanish

Relevant coursework:

- Creative Advertising Strategies I & II
- Public Relations
- The Art of 3D Imaging
- Graphic Design Sustainability & Ethics
- Advanced Web Design
- Introduction to Typography

UNIVERSITAT DE BARCELONA

August 2006–June 2007; Spain

Year-long study abroad

DOMINICAN REPUBLIC

Winter 2007; Santiago, Santo Domingo

3-week advertising cultures class

SKILLS

Fluent in English and Spanish (reading, writing, and conversation)

HTML, CSS, Javascript, Photoshop, InDesign, Illustrator, Dreamweaver, Microsoft Office, iWork, Mac OS, and Windows

Experience with: Maya, 3D Studio Max, Python, *Mathematica*, Flash, Final Cut, PHP, Wordpress

HONORS

- 2009 – ADDY Gold for Peet's Coffee, Non-Traditional
- 2008 – 1st place for SIGGRAPH's "Polarity", Non-Technical at UIUC Engineering Open House
- 2008 – Apple Sales Professional

COUNTRIES VISITED

Brazil, Canada, Czech Republic, Dominican Republic, Ecuador, France, Germany, Greece, Ireland, Italy, Mexico, Netherlands, Peru, South Africa, Sweden, Tunisia, United Kingdom

EXPERIENCE

CO-FOUNDER & PUBLICIST, CHAMPAIGN URBANA DESIGN ORG

November 2008–Present; Champaign, IL

- Built an infrastructure for a sustainable community organization
- Network and maintain relationships for 10 active board members, 10 advisory board members, and a membership base of 50+
- Organize and market events, such as *Pecha Kucha Night*, an internationally branded event, with 350+ attendees and 10-15 presenters
- Write and distribute press releases and media kits for events
- Develop and maintain network of key media contacts
- Collaborate with local businesses to increase publicity

GRAPHIC DESIGNER, EDREAM INSTITUTE AT ILLINOIS

Summer 2009–Present; Champaign, IL

- Designed and implemented website for Emerging Digital Research and Education in Arts Media (eDream) Institute
- Represented eDream at the 2009 Siggraph Conference in New Orleans
- Produced and storyboarded short film for Morrill Act Conference

DESIGN INTERN, WOLFRAM RESEARCH

Summer 2006, June 2007–September 2009; Champaign, IL

- Production Assistant for Wolfram|Alpha's Homework Day
- Design and produce artwork using *Mathematica* graphics
- Represent Wolfram Research at the 2008 Siggraph Conference in LA
- Design and code for internal and public Wolfram websites

SALES MANAGER, ILLINI APPLE CENTER

August 2007–May 2009; Champaign, IL

- Achieved status of Apple Sales Professional
- Led other student sales representatives
- Managed sales reports and cash drawer
- Planned marketing events and special projects

ACTIVITIES

ACM SIGGRAPH

2007–May 2009; UIUC Chapter

- SIGGRAPH Chair of PSCC, Student Chapters Sub-Committee
- Elected Vice Chair of student chapter, 2008-2009
- Directed members to produce short film, concept art, story boards
- Used Maya to model and animate characters, scenery, and props
- Attended 2008 and 2009 SIGGRAPH conferences

AMERICAN ADVERTISING FEDERATION

2007–May 2009; UIUC Chapter

- Active member on the Publications team
- Wrote articles and designed the layout for the quarterly newsletter
- Participated in group trips to the AWNY and Mosaic career fairs and agency tours