



# MADLINE SEXTON

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## CONTACT

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## PORTFOLIO

[www.maddysexton.com](http://www.maddysexton.com)

## SUMMARY

With over eight years of experience utilizing graphic design and visualization tools for the A/E/C industry as well as environmental sustainability organizations, I seek a position to create visually appealing and effective graphic designs.

## EDUCATION

### **Masters in Regional Planning | 08/12-05/14**

University of Massachusetts | Amherst, Massachusetts

- Implementation tools & graphic design for sustainable community planning
- **Thesis:** Creation of a published, Sustainable Communities Workbook and Guide Booklet

### **Bachelor of Arts in Environmental Studies | 08/08-12/10**

University of Pittsburgh | Pittsburgh, Pennsylvania

- Environmental art and graphic communication tools for environmental professionals

### **Center for Ecological Living and Learning | 08/10-12/10**

Solheimar Ecovillage and Intentional Community, Iceland

## CERTIFICATIONS & AWARDS

### **Certification in Graphic Design**

08/20

New York Institute of Art & Design

### **Certification in Interior Design**

02/19

New York Institute of Art & Design

### **Certification in Feng Shui**

05/16

Feng Shui Designs, Gold Accredited Program by the International Feng Shui Guild

### **Sustainability Planner Award**

05/14

University of Massachusetts, Amherst

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## RELEVANT EXPERIENCE

### **Graphic Design & Illustration Consultant | 01/21-Present**

Sexton Graphic Design & Illustration | Albuquerque, NM

- Provides effective, beautiful and clear designs to the environmental and A/E/C industries
- Services include: Educational Illustration & Interpretive Signage; AEC Graphic Support; Traditional Graphic Design & Illustration

### **Graphic Designer | 01/21-01/23**

Colliers International | Albuquerque, NM

- Create and post event social media, flyers, and banners for Colliers, NAIOP, the Commercial Real Estate Development Association & Urban Land Institute, New Mexico Chapter
- Design brochures, fliers, reports, postcards, emails, banners, ads, social media posts, newsletters, and websites for successful client engagement under tight time schedules
- Create strong visual solutions for research-based information, including statistical and technical graphs, charts and tables, infographics, and photo touch-ups
- Illustrate 2-D and 3-D digital renderings to visualize properties' potential

## RELEVANT EXPERIENCE CONTINUED

### Urban Planner II & Graphics Specialist | 11/17-11/20

Sites Southwest | Albuquerque, NM

- Assisted with marketing & graphic design for proposals & other materials
- Designed social media outreach and engagement websites
- Analyzed demographics, social and economic trends for comprehensive & master plans
- Provided recommendations and educated diverse, rural, and urban communities on environmental, social, and economic sustainability
- Designed graphic layouts for comprehensive, trail, recreation, and master plans

### Co-Founder, Manager, Designer | 01/18-Present - Part-Time

Sexton Fix, Design, Build | Albuquerque, NM

- Provide design coordination & visualization services for remodels
- Manage remodeling and handyman business. Weekly tasks include filing taxes, billing, product ordering, scheduling, and client relations

### Urban Planner & Visualization Artist | 11/16-11/17

Russell Planning & Engineering | Durango, CO

- Created wayfinding and experiential graphic design materials for community engagement
- Designed site-plans and rendered layouts for developments utilizing AutoCAD and Adobe Creative Suite
- Prepared and processed land-use and business applications to assist with entitlement process for developers
- Updated and wrote comprehensive plans for local governments

### Environmental Education Graphic Design Consultant | 05/14-10/15

Independent Contractor | Sacramento, CA

- Designed environmental education resources through visual and interactive communications including Adobe InDesign, hand-drawing techniques, and Adobe Photoshop

### Conference Coordinator Research Assistant: Greenway Planning | 08/12-05/13

University of Massachusetts | Amherst, MA

- Led outreach and all communication to potential speakers
- Designed and updated website and submissions
- Formatted and edited proceedings

### Urban Farm Program Coordinator | 05/11-08/11

Mon Valley Initiative | Pittsburgh, PA

- Evaluated development impact, land use proposals, and marketing strategies for urban farm program in blighted neighborhood to revitalize the local economy and community
- Designed marketing materials and renderings through the use of Adobe Creative Suite

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## CORE COMPETENCIES

- Adobe Creative Suite
- Microsoft Office
- Website Design
- Google Earth
- AutoCAD
- Lumion
- SurveyMonkey
- MailChimp
- Trimble SketchUp
- ArcMap GIS
- Hootsuite
- Hand Illustrations

## CLIENT & PROJECT LIST

### City of Albuquerque:

Branding Package and Design of Parks and Recreation Interpretive Signage

### Colliers NM:

Design all graphic collateral

### State of New Mexico:

Designed State Comprehensive Outdoor Recreation Plan branding & website

### Consensus Planning:

Provide on-call graphic design services including document layout, website edits, and community branding resources

### U.S. Fish & Wildlife Service:

Designed layout and reformatted educational native plant guide

### Sacramento Splash:

Illustrated stormwater pollutants and watershed educational drawings

### Durango Glacier Club:

Illustrated wayfinding map and graphic guide

### City of Santa Fe:

Contributed to Parks, Open Space, Trails, and Recreation Master Plan

### Pueblo of Acoma:

Wrote and contributed to design of Pinsbaari Drive Corridor Study

### Village of Los Lunas:

Transportation Center Master Plan Update & Site Plan Design

### Paso Del Norte Trail:

Website design and updates and branding

### Quay, Otero, Torrance Counties,

### Village of Ruidoso, Lake Arthur,

### Hagerman, Tatum, and Carrizozo:

Designed and wrote Comprehensive Plans

### City of Farmington:

Contributed to design for iconic community park, created website survey, Animas River Trail design & research

### City of Pittsburgh:

Green space reuse initiative