



# MADISON WOLLNER

Creative lead with 9+ years of experience in graphic and UI/UX design, leading projects and teams from concept to execution to create brands and digital experiences that are built to perform.

**Portfolio:** [wollnercs.com](http://wollnercs.com)

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## EDUCATION

### Auburn University

B.F.A. in Graphic Design  
(Cum Laude)

## CORE SKILLS

### Leadership & Strategy

Creative Direction, Brand Strategy,  
Team Leadership, Marketing  
Knowledge

### Graphic Design

Brand Identity, Print Design, Digital  
Design, Video Editing

### UI/UX

WordPress Design & Development,  
Wireframing, Responsive Design

## TOOLS

Adobe Suite, WordPress, Figma,  
Canva, MailChimp, HubSpot,  
Microsoft, Claude, ChatGPT,  
Localhost, Metricool, Hootsuite,  
GA4, Scripting, BugHerd

## PROFESSIONAL EXPERIENCE

### Creative Services Manager

**Gemini Agency — Minneapolis, MN (Feb 2023 – Present)**

Currently manage the creative department and lead design execution across all marketing channels for multiple brands and campaigns.

- Own end-to-end brand identity strategy, from logo development to supporting brand assets (websites, slide decks, social media graphics, print materials)
- Design, develop, and fully manage WordPress websites that perform and convert
- Direct the Creative Services and Web Services departments as well as partner with the Social Media, Organic Search, Paid Media and AI & Automation teams
- Lead design production for all digital campaigns (Meta, Google Ads, LSA, Email), improving visual consistency and engagement
- Lead design for large-scale environmental graphics (wall wraps, vehicle wraps, event setups, billboards)
- Direct all video production (videography, video editing, motion graphics)
- Develop AI tools and scripts to improve workflow efficiency

### Graphic Designer

**Artbox Creative Studios — Remote (Apr 2022 – Feb 2023)**

Delivered high-quality creative solutions for a range of clients across industries.

- Designed brand identities, websites, and marketing materials
- Designed packaging, email campaigns, and print materials supporting product launches and promotions
- Maintained and updated client websites, improving usability and visual consistency
- Collaborated cross-functionally to ensure cohesive branding across all platforms

### Content Manager

**Turf Tank — Remote (Feb 2021 – Apr 2022)**

Managed content strategy and creative production across all marketing channels.

- Led visual direction for social media, digital ads, and trade show presence
- Led video production, copywriting, and scheduling across all social media
- Designed sales enablement materials (sell sheets, vehicle wraps, signage, SWAG)
- Developed product promotion materials (posters, catalogs, flags)

### Freelance Graphic & UI/UX Designer

**Minneapolis, MN (May 2017 – Present)**

Partner with businesses to build and scale their brands through strategic design.

- Lead branding and website design for diverse clients
- Design integrated marketing assets across digital, print, and social platforms
- Create motion graphics and video content
- Consult on brand strategy, positioning, and visual storytelling

### Internships

**Graphic Design Intern — Motesart Productions (Dec 2021 – Jun 2022)**

- Supported branding, social media, and paid media initiatives
- Assisted in video production, editing, and campaign development
- Contributed to marketing strategy and project execution

**Graphic Design Intern — Allegis Corporation (Apr 2019 – July 2019)**

- Assisted with motion graphics, video editing and photography
- Designed catalogs, trade show materials and product promotion assets