



MADLINE ALBA SANCHEZ

Graphic Designer & Illustrator

EDUCATION

Kean University, Michael Graves College, RBSD

BFA: Graphic Design, January 2024
Summa Cum Laude · Dean's List Spring 2022 — Fall 2022 · GPA: 3.89

County College of Morris

AAS Graphic Design, January 2021
Cum Laude · Dean's List Spring 2020 · GPA 3.58

Savannah College of Art and Design

Rising Star Program, 2014 · GPA: 4.00

REACH OUT

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THIS IS ME

Animal Lover, Avid Reader, Cat Mom,
Fine Artist, Gamer Geek, Green Thumb,
Horror Junkie, Travel Connoisseur

DESIGN SKILLS

Advertising Campaigns,
Brand Identity, Character Design,
Copywriting, Illustration, Mobile & Web,
Promotional Pieces, Storyboarding

TECHNOLOGY SKILLS

Adobe CC: Illustrator, InDesign,
Photoshop, Premier Pro, XD; Discord;
Mac & Windows; Microsoft 365: Word,
PowerPoint, Excel, Teams; Procreate

DESIGN EXPERIENCE

Creative Copywriter Intern, IPG Health Bold Beginner's Program, Area 23

June 2023 — August 2023, New York (Remote)

Summer internship program working under the senior design team at an ad agency specializing in healthcare including clients, such as Horizon Therapeutics

Responsibilities:

- Developed a brand identity for a prescription drug launch, including logo, website, and social campaign
- Assisted with various project ideation, strategy, art direction, and wrote messaging for all components of the project
- Pitched with intern team in competition against other agencies — chosen by expert judges and clients as winning team

Student Intern, Design Studio Practicum, Kean University

January 2023 — December 2023, Union NJ

An active design studio providing communication design services to the university and non profit communities.

Responsibilities:

- Participated in various campus projects and campaigns such as the Nantucket Historical Association Exhibit, DSP Pixel campaign, and Kean Research Days, and Kean Research Days 2023 Cover Competition (received Honorable Mention)
- Develop a brand identity for Kean's Liberty Hall museum exhibit Made in NJ, including logo, merchandise mockups, signage, and print

Freelance Graphic Designer

Madeline Alba Sanchez Designs / Self-Employed
August 2019 — Current

Develop a brand identity for a small business, as well as work on projects for clients, such as Montclair State University.

WORK EXPERIENCE

Custom Framer and Sales Associate, Michaels Crafts Store

November 2017 — January 2021

Strategize with customers to create the best design for their art, and produce custom frames and matting.