



# MADDY PAYNE

art direction \ graphic design

## EDUCATION

Masters of Arts in Advertising

*Savannah College of Art and Design,  
Atlanta Campus, Georgia | 4.0 GPA  
Anticipated Graduation | March 2021*

Bachelor of Arts in Advertising, Minor in Studio Art

*University of Oklahoma, Norman, Oklahoma  
Graduated with Academic Distinction | 3.75 GPA*

## SKILLS

InDesign

Illustrator

Drawing + Photography

Microsoft Office Suite

Photoshop

Social Media Marketing

Copywriting

Tablet

Soft skills: creative collaboration, flexibility/adaptability, strong work ethic, & an undying love for hot cheetos.

## GET IN TOUCH

832 279 3273

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## EXPERIENCE

### THE STUDIO FORM, HOUSTON, TX (LAGREE FITNESS STUDIO)

Social Media Manager, July 2019 - February 2021

Freelance Designer, February 2021 - Present

- Create, design and manage social media content/platforms

### SCADPRO X AMC/THE COCA-COLA COMPANY

Designer, August 2020 - November 2020

- SCADpro is a collaborative innovation studio that connects current and future creative business leaders to discover what's next

### CKC CUSTOM HOMES, SAN ANTONIO, TX

Graphic Designer, July 2019 - December 2019

Freelance Designer, January 2020 - Present

### 5+8 AGENCY, HOUSTON, TX

Freelance Designer, Summer 2019

### HAPPY SOCKS STAND OUT CAMPAIGN, 2019

- Won a Gold Addy for Art Direction

### BERNSTEIN-REIN, KANSAS CITY, MISSOURI

Art Director Intern, January 2019

- Concepted and created a breakroom poster for Packers Sanitation Services, Inc.

### LINDSEY + ASP, NATIONALLY RECOGNIZED STUDENT-RUN AGENCY, NORMAN, OK

Co-Creative Director, Art Director, Creative Intern, January 2016 - May 2019

- Oversaw client deliverables (Florida-Caribbean Cruise Association, Dress For Success, OU Athletics)  
- Taught and mentored creative interns

### CRIMSON QUARTERLY, NORMAN, OK

Design Editor, August 2018 - May 2019

- Re-designed the Crimson Quarterly (University magazine)

### CARNIVAL CORPORATION X SENIOR CAPSTONE

Senior Project at the University of Oklahoma, August 2018 - December 2018

- Developed a full-blown campaign with my team for Carnival Corporation's new online rewards program  
- Made all creative activations