

Madeleine Senter

PORTFOLIO

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CONTACT

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EXPERIENCE

Regal Corporate

January 2022 - May 2022

Intern

I redesigned the theater banner at the Regal Riviera location, curated social media posts, created eCard faceplates, and redesigned fliers and pop ups. I also redesigned their brand guidelines with the help of my design mentor.

Legend Fitness

Aug 2021 - Dec 2021

Intern

I redesigned the logo for a series of strength equipment, created spec sheets for strength equipment, made GIFs for the company's online presence, created magazine ad wall displays, and worked collaboratively with my design mentor.

Electrical Power Research Institute

July 2020

Freelance

I designed a digital booklet that was given to employees at EPRI to show an overview of their key initiatives, projects, operations, analytics, and values. I also designed a presentation to follow along with the booklet.

EDUCATION

The University of Tennessee, Knoxville

Knoxville, Tennessee

Bachelor of Fine Arts, Graphic Design

Graduated May 2022

GPA 3.84

SKILLS

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Premiere Pro

Acrobat

Microsoft Office

Branding & Identity

Logo Design

Creative Writing

Research

Print Design

Problem Solving

Communication

Team Building

Organization

AWARDS

2021 School of Design Faculty Process Award

Exploration of Campus Environments

2021 EUR&CA Award First Place Division 2

Exploration of Campus Environments

REFERENCES

Rodney Griffin

Creative Director at Regal Cinemas

e: rodney.griffin@regalcinemas.com

t: (865)-776-3589

Rachel Hays

Designer at Legend Fitness

e: rachel@legendfitness.com