



Contact

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Education

Auburn University

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

Tools

Design & Creative

- Adobe Creative Cloud
(Photoshop, Illustrator, InDesign,
After Effects, Premiere Pro, XD)
- Figma

Web Design & Development

- WordPress, WP Engine
- WooCommerce
- HTML/CSS
- DNS Management
- SSL Configuration
- Email Authentication (SPF/DKIM)
- Unbounce, Wix
- Screaming Frog
- Google PageSpeed Insights
- BugHerd

Marketing & Analytics

- HubSpot, Mailchimp, ServiceTitan
- Google Analytics
- Microsoft Clarity
- Rank Math

AI & Automation

- Claude
- ChatGPT
- Midjourney, Veo
- Adobe Firefly

MADISON WOLLNER

Creative Leader | Brand Designer | Web Designer

Creative leader with 9+ years of experience across freelance and agency environments and 12+ years of expertise in Adobe Creative Cloud, specializing in brand identity systems, websites, and integrated marketing campaigns that bridge strategy and execution. Currently leading Creative Services and Web Services for 30+ client brands, driving art direction, scalable design systems, and cross-functional execution in a high-volume agency environment.

Gemini Agency — Minneapolis, MN

Creative Services Manager | August 2024 – Present

- Direct Creative Services and Web Services operations, leading creative strategy, production workflows, and execution across digital, print, web, and environmental media for 30+ client brands.
- Provide creative direction, art direction, and quality assurance across design initiatives for 30+ client brands, mentoring 5+ creative team members to ensure strategic alignment, brand consistency, and high-quality execution.
- Lead the strategy, development, and optimization of 15+ WordPress websites, managing hosting, DNS, SSL, email authentication, and technical improvements that increased Google PageSpeed Insights scores by 15+ points.
- Lead creative strategy and execution for 20+ integrated marketing campaigns each month across Meta, Google Ads, Local Services Ads, and email marketing.
- Partner with cross-functional marketing teams to prioritize initiatives, align stakeholders, and streamline project execution.
- Develop AI-powered tools, automations, and scripts that improve creative and development operations, saving 10+ hours weekly.

Senior Graphic Designer | February 2023 – August 2024

- Led end-to-end brand identity development, creating cohesive visual systems across digital, print, web, and presentation platforms.
- Designed high-performing digital marketing assets across paid social, display, email, web, and organic social channels, translating campaign objectives into compelling, on-brand creative.
- Oversaw print design and production from concept through prepress and final delivery across marketing collateral and large-format environmental graphics.
- Led video production and environmental design initiatives, including creative direction, photography, videography, motion graphics, vehicle wraps, murals, signage, and large-format installations.

Artbox Creative Studios — Remote

Graphic Designer | April 2022 – February 2023

- Developed 20+ brand identity systems, including logos, typography, color palettes, and supporting visual assets to create cohesive brand experiences.
- Designed and launched 15+ responsive websites and digital experiences focused on usability, accessibility, conversion, and visual consistency.
- Created packaging, email campaigns, and marketing collateral supporting 15+ product launches and brand initiatives.
- Managed print design projects from concept through production, ensuring brand consistency, technical accuracy, and press-ready deliverables.
- Partnered with designers, developers, marketers, and clients to execute cohesive digital and print experiences aligned with business objectives.

Turf Tank — Remote

Content Manager | July 2021 – April 2022

- Led creative direction and content strategy across marketing channels, supporting brand awareness, sales enablement, and product marketing initiatives.
- Directed integrated marketing campaigns across social media, paid advertising, email marketing, and trade show initiatives.
- Managed content production workflows, including photography, videography, copywriting, and publishing schedules across 5+ social media platforms.
- Led creative production for branded photography and video campaigns, directing shoots and capturing content using professional DSLR equipment and DJI drones.
- Developed sales and marketing assets including presentations, sell sheets, signage, vehicle wraps, catalogs, event graphics, and branded merchandise.

Photo & Video Marketing Specialist | February 2021 – July 2021

- Produced photo and video content supporting product marketing, social media, and customer engagement initiatives.
- Managed photography and videography production, including pre-production planning, on-location shoots, editing, and post-production.
- Designed digital and print marketing assets to support campaigns, events, and sales initiatives.

Freelance

Graphic & Web Designer | May 2017 – Present

- Partner with startups and established businesses to develop strategic brand identities, websites, and integrated marketing campaigns aligned with business goals.
- Lead brand strategy and visual identity development for 20+ clients across diverse industries, creating scalable design systems and cohesive brand experiences.
- Design and optimize websites and digital experiences focused on usability, accessibility, and conversion.
- Develop integrated marketing campaigns and creative assets across digital, print, social media, presentations, and environmental graphics.
- Manage client relationships, project timelines, and creative direction from initial strategy through final delivery.
- Create motion graphics, video content, and multimedia assets to support brand storytelling and marketing initiatives.

Motesart Productions

Graphic Design Intern | December 2020 – June 2021

- Supported brand identity development and integrated marketing campaigns across digital, social media, and paid advertising channels.
- Designed marketing assets and assisted with video production, motion graphics, and creative execution for multiple client accounts.

Allegis Corporation

Graphic Design Intern | April 2019 – July 2019

- Designed print and digital marketing collateral, including catalogs, brochures, and promotional materials.
- Assisted with photography, video editing, motion graphics, and production-ready artwork supporting marketing and product launch initiatives.