

madigandd.com
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MADIGAN DIAZ-DOHERTY

EDUCATION

2010 - 2015

Northeastern University
BFA Graphic Design

EXPERTISE

InDesign
Illustrator
Photoshop
Illustration
Photo Direction
Styling
Hand Modeling

EXPERIENCE

2017 - present

Senior Art Director | T.J.Maxx

Art director and graphic designer on creative marketing team for T.J.Maxx and TJX Rewards Loyalty Program. Leads all concept, design and execution of projects, from brainstorming to stakeholder presentations and photo shoot direction. Fosters relationships with marketing partners, production and studio teams. Manages small team of junior designers and copy writers.

E-mail design, print design, social media design, out of home campaign creation, branding, pattern work, illustration, marketing strategy, store design.

2015 - 2017

Branding + Marketing Director | Embarc Studio

Managed creative team to produce all branding and marketing collateral at small architecture firm. Designed, wrote, edited and built content for marketing campaigns, web, print, and interior graphics. Managed all interactions with clients and vendors. Workload and deadline management of small graphics team. Assisted with interior design team's choice of finishes and presentations.

E-mail design, print design, social media design, interior design, interior and exterior renderings.