



# PAUL MADLON

FULL-STACK VISUAL DESIGNER

## CONTACT

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## PORTFOLIO

[www.madlon.com](http://www.madlon.com)

## EDUCATION

Parsons School of Design  
BFA | COMMUNICATION DESIGN

## ABOUT ME

I've been working as a designer for over 20 years. After graduating from Parsons School of Design with a passion for illustration, typography, and editorial design, my career has since led me to motion graphics, web design and development, teaching, advertising, email marketing, art direction, and more. When I'm not in front of the computer I'm in my home studio in Shoreline, WA sitting at a potter's wheel making a mess with clay.

## EXPERIENCE

### Senior Visual Designer

10.2017–02.2018

FILTER, LLC (Amazon Voice Shopping)

The Amazon Voice Shopping team brought me on to help with design and production through the Holiday season. I designed site placements for a variety of campaigns, like Black Friday and Cyber Monday, and related marketing assets. After the New Year I continued to design site placements, social media campaigns, and to collaborate on creative pitches. I also redesigned a three-touch versioned email onboarding campaign targeting new device owners.

### Senior Visual Designer

03.2017–09.2017

ALLOVUS (Microsoft Vendor)

As a Senior Visual Designer on the Windows Design Group Design Support team, I assisted various WDG teams with design needs that were either beyond the team's abilities or bandwidth. This included creating conceptual illustrations, developing interaction and motion design, editing images, and working on UI and web development projects using Microsoft design systems and web frameworks.

### Art Director

09.2013–03.2017

ORACLE

At Oracle I supported clients on their Responsys platform, a cross-channel customer experience orchestration tool. Working closely with a team of developers, designers, copywriters and strategists, I designed—and oversaw the design—of life-cycle and triggered email campaigns as well as ad hoc marketing touches for brands like REI, Amazon, Verizon, and Safeway. It was crucial that our emails told a compelling story and provided a customer experience that was attractive, engaging, on-brand, and increased open rates and drove sales.



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## SKILLS

Design for screen & print

Illustration

Typography

Motion design

Animation

Responsive design

Email marketing design

Cross-channel marketing

UX/UI

Icon design

Art direction

Mentoring

Copywriting

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe AfterEffects

Sketch

HTML & CSS

Javascript

PHP

If it's not listed, *please ask!*

## Senior Designer & Lead Developer

12.2005–09.2013

GOSS CREATIVE

Goss Creative specializes in email marketing, content-managed web sites, and corporate identity. As a designer and front-end developer I worked on projects for clients that included American Express, MTV, Scholastic Books, and Deutsche Bank. In addition to email marketing we created and produced banner campaigns, landing pages, web sites, direct mail pieces, and performed multivariate email testing.

## Art Director

09.2004–12.2005

BUILT NY

Built NY designs totes, bags, and housewares. I was enlisted to spearhead their online presence, ecommerce storefront, and email marketing. During that time I also developed identity for Built NY brands, designed packages and hang tags, created print assets, and oversaw photoshoots and press checks.

## Web Designer

10.2004–04.2005

VICTORIA'S SECRET DIRECT

As a web designer at Victoria's Secret Direct I designed online promotions and promotional web sites, email marketing, and updates to the Victoria's Secret web site. Duties included design, HTML production, image retouching, and campaign support through banner ads and emails.

## Chair of Communication Design

03.2000–07.2003

KIDI | PARSONS SCHOOL OF DESIGN

At KIDI I supervised faculty and defined the curriculum of the Communication Design department. I taught foundation and sophomore classes, organized lectures and field trips, oversaw the yearly senior gallery show, promoted the school at guidance days throughout Japan, and prepared students for their Parsons transfer interview.

## Art Director

06.1997–02.2000

OVEN DIGITAL

Hired for broadcast design and to direct 3D animations, my responsibilities soon shifted to designing banner ads, web sites, CD-ROMs, and presentations. I was later responsible for a team of designers and animators producing web sites and rich media. I was sent to help open the San Francisco office and to hire the SF team. Clients included MTV, News Corp, Tiffany & Co, Harpercollins, and MoMA.