



Why, hello there! My name is Paul Madlon.

ART DIRECTION & VISUAL DESIGN

ABOUT ME

Just about two decades ago I graduated from Parsons School of Design with a passion for illustration, layout, and editorial design. My career has since led me to motion graphics, web design and development, teaching, advertising, email marketing, art direction, and more. I thrive in a fast-paced environment, and I spend my weekends taking apart and putting together a house in Shoreline, Washington that I share with my wife, three children, six chickens, and a dog.

EXPERIENCE

SENIOR VISUAL DESIGNER

FILTER (AMAZON CONTRACT) * OCT 2017–PRESENT

The Amazon Voice Shopping team brought me on for the 2017 Holiday season to help with the vast amount of marketing design and production required through the end of the year. During this short-term contract I have been designing site placements for a variety of campaigns, such as Black Friday and Cyber Monday. I've also been developing templates, scripts and processes for a streamlined workflow, and remaining nimble and available for last-minute product, offer and style changes.

SENIOR VISUAL DESIGNER

ALLOVUS (MICROSOFT VENDOR) * MAR 2017–SEP 2017

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

ART DIRECTOR

ORACLE (RESPONSYS) * SEP 2013–MAR 2017

At Oracle (formerly Responsys) I supported life-cycle and triggered email campaigns as well as ad hoc marketing touches with design and strategy for brands like REI, Amazon, Verizon, and Safeway. It was my job as Art Director to ensure that our emails told a compelling story and provided a customer experience that was attractive, engaging, on-brand, and also increased open rates and drove sales. I designed emails, oversaw the work of designers and copywriters, and occasionally directed photoshoots and videos. I worked closely with strategy and development to create promotional messages that pushed current technologies for online marketing.

SENIOR DESIGNER & LEAD DEVELOPER

GOSS CREATIVE * DEC 2005–SEP 2013

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 many high-profile clients, including American Express, TicketMaster, MTV, Scholastic Books, Associated Press, and Deutsche Bank. The majority of our email creative for American Express greatly increased open and conversion rates through multivariate testing and refinement. In addition to email marketing we created and produced several American Express banner campaigns, landing pages, direct mail pieces, and special mini-websites across their many cards and brands.

ART DIRECTOR

BUILT NY * SEP 2004–DEC 2005

Built NY designs totes, bags, and housewares. I was brought on to develop their identity and packaging, as well as spearhead their online presence and email marketing. As Art Director I managed junior creative and interns, developed identity for Built NY sub-brands and sub-brand packaging, and oversaw photoshoots and print press checks. I also designed and developed their ecommerce website and online marketing campaigns.

WEB DESIGNER

VICTORIA'S SECRET DIRECT * OCT 2004–APR 2005

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

DEPARTMENT CHAIR, COMMUNICATION DESIGN

KIDI | PARSONS SCHOOL OF DESIGN * MAR 2000–JUL 2003

At KIDI I supervised faculty and restructured the curriculum of the Communication Design department. Instructed foundation and sophomore students, organized lectures and field trips, oversaw the yearly senior gallery show, promoted the school at guidance days throughout Japan, and prepared students for the Parsons transfer interview. My tenure saw the largest number of students accepted overseas to continue their design education in the school's history.

ART DIRECTOR

OVEN DIGITAL * JUN 1997–FEB 2000

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 Flash and Shockwave for CD-ROM and the Internet. When the company expanded to San Francisco in 1999, I was sent along to help open the office and hire the SF team. Our clients included MTV, News Corp, Tiffany & Co, Harpercollins, MoMA, and Intermedia Communications.

EDUCATION

PARSONS SCHOOL OF DESIGN

BFA COMMUNICATION DESIGN * 1997

GRADUATED WITH HONORS

SKILLS

Design for screen & print

Responsive web & email design

Cross-channel marketing

Copywriting/copy editing

Javascript & Javascript libraries

Typography

Motion design

Adobe Creative Suite

User experience design

PHP & PHP frameworks

Illustration

Art direction

Mentoring

HTML & CSS

...and other geeky pursuits