



MADINA STARKS

703.343.6166 | madinastarks@gmail.com | madinastarks.com

Enthusiastic and driven graphic designer with over five years of experience developing digital and print materials. Focused, extremely organized, and comfortable working in a fast-paced, deadline-driven environment. Great attention to detail with a passion for creating innovative ideas and a unique approach to visuals.

WORK EXPERIENCE

2015 - 2019

GRAPHIC DESIGNER

Phire Group / Ann Arbor, MI

- ▶ Responsible for creating 100+ solicited and unsolicited business proposal presentations using Adobe InDesign. Worked closely with the Principle, VP of Brand Strategy, and Director of Marketing and Business Strategy to manage and update presentations on a daily basis.
- ▶ Developed and produced educational and marketing print materials for the University Musical Society (UMS), a non-profit organization that serves Michigan audience with an ongoing series of world-class performing acts.
 - ▶ Contributed to the look of the 2017-18 Series Brochure: designed performance time, date, and venue style that has been successfully used in the 2018-19 and 2019-20 Series Brochures.
 - ▶ Actively produced over 150 Performance Program Books during three seasons ranging from 4 to 40 pages long to be distributed to the audience at the beginning of each performance.
 - ▶ Designed over 90 promotional print advertisements during three seasons for various publications including The New Yorker, Ann Arbor Observer, The New York Times, Detroit Metro Times, Current magazine.
 - ▶ Produced a 120 page Single Ticket Brochure during two seasons that included a season calendar, individual performance, ticket, and educational information.
 - ▶ Created six promotional season calendars, 7 educational and promotional brochures, over 50 performance postcards, and over 100 promotional web banners during 2-3 seasons.
 - ▶ Designed multiple Learning Guides during two seasons that provides educator-specific information about the performance, artist, genre, as well as resources and lessons plans.
 - ▶ Designed multiple promotional posters each season to be distributed around downtown Ann Arbor.
 - ▶ Worked seamlessly and reliably under pressure to meet tight deadlines and balance multiple projects.
 - ▶ Demonstrated effective communication and teamwork skills by following up with and resolving client complaints with Project Managers.
 - ▶ Executed high level of proficiency and artistry to maintain the look of all marketing and educational print materials during each season.

2015

FREELANCE GRAPHIC DESIGNER

Little Flower Bodywork & Botanicals / Almaty, Kazakhstan

- ▶ Created and designed a brand symbol and logo for an independently owned business that focused on marketing and selling herbal products.
- ▶ Developed a variety of business collateral including business cards, marketing e-flyers, recipe cards, and handout covers.
- ▶ Designed labels for various products including herbal teas, tinctures, and balms.

2008 - 2010

BUSINESS OWNER

Viola Boutique / Almaty, Kazakhstan

- ▶ Responsible for business plan and strategies for a self-owned clothing shop in Almaty, Kazakhstan that specialized in women clothing and accessories.
- ▶ Met with overseas service vendors and product suppliers to facilitate delivery of merchandise.
- ▶ Developed advertising and marketing strategies.
- ▶ Handled day-to-day customer needs and provided diligent customer service.
- ▶ Managed HR needs including headcount, recruitment, and selection.

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WORK EXPERIENCE

2006 - 2009

ASSISTANT TO DEPUTY DIRECTOR

The College of Continuing Education (CCE) / Almaty, Kazakhstan

- Assisted students with their course selection for the upcoming semester.
- Communicated school events and programs of interests to students.
- Translated English and Russian documents including schedules, syllabus, letters, e-mails, and other forms of communication.

2006 - 2009

ASSISTANT TO CONSULTANT

Jones Lang LaSalle / Almaty, Kazakhstan

- Developed budgets
- Answered client questions
- Assisted with event planning and coordination
- Translated presentations and documents into Russian and English

EDUCATION

2012 - 2015

BACHELOR OF FINE ARTS

The Art Institute of Michigan

Graduated Magna Cum Laude, GPA 3.9 - Dean's and President List

2001 - 2005

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION AND ACCOUNTING

Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP)

Marketing Major

KEY SKILLS

- Extensive experience in Adobe Creative Suite (Mac + PC)
- Familiar with HTML/CSS
- Experience with Asana
- Digital and Print Design; Logo/Branding; Typography; Image Editing; Package Design
- Managing time and multiple projects simultaneously
- Ability to effectively take direction and work both collaboratively and autonomously
- Prioritizing a list of tasks and focusing on higher value tasks with more immediate deadlines
- Embrace learning opportunities and adapt seamlessly to change

LANGUAGES

- Russian - fluent
- English - fluent