

MADDISON LAWSON-WELLS

Hey there, I'm Maddi. I'm a creative and graphic designer with a particular interest in branding, packaging and illustration. I have recently graduated from the University of Hertfordshire with a first class honours in Graphic Design where I was able to develop many skills, such as problem solving, conceptual thinking and time management. When it comes to projects I am always adaptable and willing to learn and improve new skills and take them on with passion, determination and enthusiasm, with a smidge of fun ;)

EXPERIENCE

2024

Freelance Junior Designer

Self Employed

- Working with a variety of clients on a span of different projects, from illustration, art working and layout.

2024

Trainee Prop Dresser

Leavesden Studios

- Helping out with creating a variety of props for set.
- Working with and alongside the graphic design team helping finish up key props.

Aug - Sep 2022

Junior Design Intern

Catalyst Creative

- 1 of 5 individuals chosen from 30 to join their studio for an one month internship, as a result of my project winning a live brief.
- Responsible for creating and experimenting with key visuals for clients such as Starbucks and Warner Bros.
- Creating content for their social for the month, using self initiated smaller briefs base on the work team.

2022

Live Brief Studio Moross

University of Hertfordshire

- Creating a merch capsule for artist or band, with a range of merch containing more common piece to pieces that are unique to the artist.
- A visual language that can translate across different outcomes and still have a strong connection back to the artist.

ACHIEVEMENTS

- Bronze Duke of Edinburgh Award
- World Challenge

Leadership / Team work /
Problem solving / Pushing Myself

EDUCATION

2020 - 2023

BA Graphic Design (1st)

University of Hertfordshire

2018 - 2020

Level 3 diploma Art and Design (D*D)

Oaklands College

2013 - 2018

GCSE: 10 (A* - C)

The Totteridge Academy

DESIGN SKILLS

Branding / Identity Design /
Illustration / Layout / Print Design /
Copy writing / Editorial Design

OTHER SKILLS

Communication / Time management/
Positive Person / Determined / Problem
solving / Idea Generation / Versatile
worker / Socialable Team Member

SOFTWARE

Illustrator / Indesign / Photoshop
/ Procreate / XD / After Effects /
Windows / Mac / Microsoft Programs

CONTACT

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