

# 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

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 Catalyst Creative

*University of Hertfordshire*

- Creating a sub-brand based on a Warner brothers character with a range of outcomes, such as packaging, advertising and an out of home experience to launch the project.
- Had to professionally pitch our finished work to the leads at Catalyst.

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

[mlawsonwells@gmail.com](mailto:mlawsonwells@gmail.com)

+44 7388442031

[maddisonlawsonwells.com](http://maddisonlawsonwells.com)

[behance.net/maddisonlawson](https://behance.net/maddisonlawson)

[linkedin.com/in/maddi-lawson-wells](https://linkedin.com/in/maddi-lawson-wells)

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