Madelyn Lorubbio

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(330) 858-4774
Columbus, OH

Passionate Graphic Designer with experience in Digital & Print Media, UI/UX, and Front-End Web Design & Development. Combining psychology with graphic design to yield content that resonates.

EDUCATION

Arizona State University
2019-2021

Bachelor of Science in
Graphic Information Technology

Summa Cum Laude

Ohio University
2012-2016

Bachelor of Arts in Psychology

Minor in Spanish Language

SKILLS

Branding, Logos, Typography, Videography, E-Commerce, UX/UI Design, User Personas, Wireframing, Prototyping, Heuristic Analysis, Usability Testing, Print Design, Digital Graphics, HTML, CSS

TOOLS

Photoshop, Illustrator, Dreamweaver, InDesign, Premiere Pro, After Effects, XD, Acrobat, Office 365, PowerPoint, Word, Excel, Salesforce, Slack, Wix

PORTFOLIO

www.madelynlorubbio.com

EXPERIENCE

Graphic Designer

Ira A. Fulton Schools of Engineering | Aug 2019-Sep 2021

- Designed posters to market engineering programs to high school students from underrepresented populations and first-generation university engineers.
- Created social media content for Facebook, Instagram, and online newsletters.
- Collaborated with a team of designers under the direction of the Assistant Dean of Engineering Education and Senior Lecturer at Arizona State University.
- Attended design reviews and created iterations of content based on feedback.

Site Specialist

CEA Study Abroad | Sep 2017-Jun 2019

- Advised university students and their parents on study abroad programs, visas, and academics via phone, text, and email.
- Team Lead for the largest site sending 400-500 students abroad per semester.
- Individually managed 250 student accounts meeting a 90% retention goal.
- Delivered a high standard of customer service and maintained relationships through exceptional written and verbal communication.

Program Management Intern

CEA Study Abroad | May 2017-Sep 2017

- Worked directly under the Program Managers to complete tasks related to the Student Success Model.
- Analyzed data and created plans to improve student experiences for future study abroad programs.
- Utilized Adobe software and Microsoft Excel to accomplish project goals.

Cultural Integrations Intern

Universidad Veritas | Aug 2016-Jan 2017

- Facilitated workshops and programs for Costa Rican students in the Cultural Integrations Office.
- Crafted brochures, pamphlets, flyers and other student materials using Adobe software.
- Conducted student interviews and presented findings to faculty.