

Maggie Burdge

MARGARET BURDGE

(My forever identity crisis)

CONTACT

🌐 maggieburdge.com
✉ m.l.burdge@gmail.com
☎ 626.437.9976
📷 @maggieb_designs

ABOUT ME

Graphic designer by day, snail mail letterer for Punkpost by night. I have a knack for hand lettering and illustration, with extensive work in marketing and advertising design and an interest in motion graphics and animation. I make a mean baked good and will pickle anything I can.

SKILLS

ADVANCED

Photoshop
Illustrator
Keynote
Typography/Lettering
After Effects
File Preparation

FLUENT

Calligraphy
Photo/Video Shoot Direction
Premiere Pro
Dreamweaver
HTML5 and Basic Coding

SPECIAL

Grammar Wiz
Brilliant Baker
Can Quote Almost Every *Friends* Episode

EDUCATION

BOSTON COLLEGE, CHESTNUT HILL, MA
Bachelor of Arts; Communications Major, Studio Art Minor

JOHN CABOT UNIVERSITY, ROME, ITALY
Bachelor of Arts; Communications Major, Studio Art Minor

SCHOOL OF VISUAL ARTS, NEW YORK, NY
Courses in Typography and Graphic Design

EXPERIENCE

SENIOR DESIGNER (RED) • August 2018–Present

Ideate and actualize creative campaigns—exporting assets for Times Square and national billboards, newspaper ads, and digital placements—working closely with the CCO and team. Worked to create and maintain the first (RED) Amazon store. Support the Associate Creative Director in the redesign (RED)'s Brand Guidelines, and review partners' use of brand assets. Review Junior Designer in the creation of social assets. Plan, hire photographers for, and direct at least three photo shoots per year.

DESIGNER (RED) • June 2017–August 2018

Supported the Senior Designer to create assets and campaigns to raise awareness and funds for (RED)'s fight to end AIDS. Worked with the social team to create a look and feel, and illustrated and lettered for (RED)'s social accounts, resulting in at least two social posts per day. Facilitated in the redesign and management of RED.org along with the Marketing Director. Regularly worked on blending (RED)'s look and feel with that of our partner brands in a way that highlights each, as well as pitching (RED) to prospective partner brands.

JUNIOR DESIGNER Penguin Random House • Oct. 2015–June 2017

Designed print and digital work including infographics, social media assets, marketing materials, videos, and national print and digital advertising for four bestselling imprints. Worked with HTML5 advertising. Collaborated with and pitched to marketers, publicists, editors, publishers, and authors. Trained and oversaw an assistant in the backend process.

ADVERTISING AND PROMOTIONS ASSISTANT Penguin Random House • Oct. 2014–June 2015

Began immediately designing and was promoted to Junior Designer after 10 months. Fully re-created and managed backend process. Met with advertising representatives and assisted in buying ad space including booking, negotiating, and tracking campaign results for two accounts.

CONTRIBUTING EDITOR Boston Magazine • June 2013–Sept. 2014

Hired on after Digital/Editorial internship. Researched, interviewed, wrote, and edited for Arts and Entertainment and was one of the first at the company to implement the gallery feature. Worked under the Digital Editor to create a digital archive of 40 years of "Best of Boston" overseeing a team of interns and freelancers, and copyedited the entire project.