



contact

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madisonchampiondesign.com

madison champion

designer / creative leader / visual storyteller

core skills

Motion Design
Fundamentals

Visual Storytelling &
Narrative Design

Design Systems Thinking

Creative Direction &
Leadership

Cross-Functional
Collaboration

Project, Timeline &
Budget Management

Client/Stakeholder &
Vendor Management

Adobe InDesign, Illustrator,
Photoshop (Advanced)

Adobe AfterEffects
(Working Proficiency)

awards & recognition

**American Graphic
Design Award —
Day of Design 2025
visual identity**

Graphic Design USA, 2025

**Runner-Up, CQ82 —
Day of Design 2025
poster design**

Creative Quarterly, 2025

professional memberships

**American Institute of
Graphic Arts (AIGA)**

Atlanta Chapter

education

**Bachelor of Fine Arts
in Graphic Design**

*Auburn University,
Auburn, Alabama*

connect

 /in/madison-champion

experience

COMMUNICATIONS MANAGER + LEAD DESIGNER | 2023–Present

Auburn University College of Architecture, Design and Construction (CADC), Auburn, Alabama

Creative Leadership & Brand Stewardship

- Lead the creative vision and development of print, digital and multimedia-ready design systems across the College and its Schools, including primary and sub-brand extensions, while maintaining alignment with university brand standards
- Develop and maintain cohesive visual identity systems supporting internal communications, learning initiatives and large-scale events
- Concept and oversee strategic design briefs, defining objectives, audiences, deliverables and visual direction for complex, multi-stakeholder projects
- Provide creative direction and constructive feedback to designers and external partners to ensure high-quality, on-brand execution

Project & Stakeholder Leadership

- Oversee end-to-end project lifecycles, managing timelines, budgets and communications for ~100 projects and nearly 400 deliverables annually
- Partner with College leadership, faculty/staff and external agencies to translate strategic goals into clear, compelling visual solutions
- Align project outcomes with multimedia opportunities to enhance engagement and visual storytelling
- Serve as primary liaison to university-level communications teams, ensuring alignment across internal audiences and institutional priorities

Team Leadership & Development

- Manage a multidisciplinary team of 2 full-time staff, 3 part-time staff and 4 student workers, supporting skill development, performance growth and creative confidence
- Establish, refine and optimize workflows and processes to balance quality, efficiency and team well-being

COMMUNICATIONS DESIGNER/COORDINATOR | 2021–2023 | CADC, Auburn, Alabama

- Supported development and evolution of visual systems for internal communications, events and publications
- Concepted and designed print and digital assets, with attention to hierarchy, pacing and narrative clarity
- Provided creative feedback and guidance to staff and student designers across a range of deliverables
- Collaborated with College stakeholders and university communications partners to align creative work with broader messaging and brand standards
- Managed projects, timelines and day-to-day operations for a small multidisciplinary team, including training, task assignment and workflow optimization

GRAPHIC DESIGNER AND COMMUNICATOR | 2019–2021 | CADC, Auburn, Alabama

- Designed publications, posters, identity materials and event collateral supporting College and School initiatives
- Contributed to consistent brand application across print and digital deliverables
- Supported and guided student designers, providing feedback and ensuring alignment with College and university standards

GRAPHIC DESIGNER (PART-TIME) | 2018–2019 | CADC, Auburn, Alabama

- Supported print and digital design initiatives across College communications, projects and events

