

MADISON RASSBACH

Graphic Designer

(941) 204-8950

madison.rassbach@gmail.com

madisonrassbach.com

Gainesville, FL

Education

University of Florida

Fall 2020 - Spring 2024

Bachelor of Fine Arts in Graphic Design | Minor in Mass Communication Studies

Experience

University of Florida | College of Education (COE) Gainesville, FL

Graphic Designer | August 2023 - Present

- Designs digital assets and promotional materials to enhance the college's online presence and marketing efforts internally and externally.
- Assists in the creation of visually appealing print materials, such as posters and display cases, for various COE events, initiatives, and departments.
- Contributes to collaborative projects with the design team, gaining hands-on experience in developing effective visual communication strategies within an educational setting.

voxGraphis Gainesville, FL

Graphic design student organization at the University of Florida.

President | May 2023 - May 2024

- Organized weekly meetings and fostered a collaborative environment for students interested in graphic design.

Co-Communications Chair | May 2022 - May 2023

- Created weekly graphics to communicate with members and collaborated with co-chair to manage social media pages.

University of Florida | School of Art + Art History (SA+AH) Gainesville, FL

Student Ambassador | August 2023 - May 2024

- Lead tours of the SA+AH facilities and offered mentorship to prospective and current students.

Horizon Gymnastics & Dance Academy Port Charlotte, FL

Gymnastics Coach & Camp Counselor | May 2018 - August 2023

- Instructed gymnastics classes and summer camp for diverse age groups and levels, focusing on skill development, safety, and positive learning experiences.

Skills

Software

- Adobe Creative Cloud
 - Illustrator
 - InDesign
 - Photoshop
 - After Effects
- Figma
- Procreate

Design

- Layout
- Typography
- Illustration
- Data Visualization
- Social Media