

JACKIE MALDONADO

CREATIVE DIRECTION

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RECENT EXPERIENCE

MADDEN MEDIA SENIOR ART DIRECTOR 2025 - Present

Previous roles at Madden Media include Senior Graphic Designer, Managing Senior Graphic Designer, Associate Art Director, & Art Director

Own creative direction for multiple destination marketing clients, with responsibility for both the work itself and how it comes together across teams.

- Lead creative for full campaigns and ongoing brand work, including visitor guides, paid media, trade show graphics, ads, and supporting materials.
- Shape campaign ideas early by asking the right questions, pushing concepts, and clarifying direction before design begins.
- Guide projects from concept through final delivery, keeping ideas consistent as they move across formats and channels.
- Review work from designers regularly and give clear, direct feedback to strengthen both thinking and execution.
- Balance hands-on design with oversight of larger bodies of work across multiple accounts.
- Work closely with account, strategy, media, and production teams to plan timelines, flag issues early, and keep projects realistic.
- Join client calls and presentations to walk through creative, explain decisions, and respond to feedback.
- Help teams navigate revisions, shifting priorities, and tight deadlines while maintaining clarity and quality.

THREE THIRTEEN FOUNDER & CREATIVE DIRECTOR 2020 - 2024

Founded and led an independent apparel brand, owning the creative, brand, and business direction from concept through launch and growth.

- Built the brand from the ground up, including visual identity, product design, website, and creative direction.
- Designed apparel collections rooted in storytelling, typography, and lyric-inspired concepts.
- Managed e-commerce, product launches, and ongoing website updates.
- Oversaw production, vendor coordination, and fulfillment logistics.
- Created marketing assets across web, email, and social to support launches and brand growth.
- Grew the brand through limited drops and collaborations, handling creative strategy, launch planning, and execution end to end.
- Built and maintained brand consistency across apparel, packaging, website, and marketing touchpoints.

IMAGEHOUSE MEDIA SENIOR GRAPHIC DESIGNER 2016 - 2021

Worked as a core designer at a full-service advertising agency, supporting brand, campaign, and digital work across multiple clients.

- Designed and produced print, digital, branding, and web work for 30+ clients spanning industries such as legal, education, automotive, retail, healthcare, energy, and financial services, adapting to each client's unique identity and needs.
- Participated in the University Intern Program, managing and mentoring a different design intern each semester.
- Introduced website design capabilities to the agency based on prior experience, leading the design and build of 17 websites, including full e-commerce sites.

EARLIER ROLES

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY SENIOR GRAPHIC DESIGNER 2014 - 2016

TECHNICAL SKILLS & PROFICIENCIES

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, After Effects, Premiere, Acrobat / Figma / Google Web Designer / HTML5 display ads / Wix / Squarespace / Google Workspace: Docs, Slides, Sheets, Drive / AI tools: ChatGPT, Gemini, Claude / Project management tools: Asana, Trello, Salesforce / Collaboration tools: Slack, Google Chat, Microsoft Teams / Digital and paid media creative / Campaign, branding, and editorial design / Presentation and stakeholder materials / Print production and pre-press

EDUCATION

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY BFA IN GRAPHIC DESIGN 2013 - 2016

EXPLORE MY PORTFOLIO:

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