

MADELINE SEXTON

CONTACT

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PORTFOLIO

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CERTIFICATIONS & AWARDS

Certification in Graphic Design 08/20

New York Institute of Art & Design

Certification in Interior Design 02/19

New York Institute of Art & Design

Certification in Feng Shui 05/16

Feng Shui Designs, Gold Accredited
Program by the International Feng
Shui Guild

Sustainability Planner Award 05/14

University of Massachusetts, Amherst

- Awarded to one graduate student per year based on research and dedication to sustainability in practice

SUMMARY

With over six years of experience utilizing graphics and visualization for the AEC industry as well as environmental sustainability organizations, I seek a position to engage and inspire the public by creating interactive plans, graphics, and designs.

EDUCATION

Masters in Regional Planning | 08/12-05/14

University of Massachusetts | Amherst, Massachusetts

Concentration focused on:

- Implementation tools & graphics for resilient & sustainable community planning
- Spatial and graphic design that promotes ecological and human health
- **Thesis:** Creation of a Sustainable Communities Workbook and Guide with interactive sections and descriptions of social, economic, and environmental sustainability indicators

Bachelor of Arts in Environmental Studies | 08/08-12/10

University of Pittsburgh | Pittsburgh, Pennsylvania

Concentration focused on:

- Social & environmental sustainability
- Environmental and spatial art
- Communication tools for environmental professionals

Center for Ecological Living and Learning | 08/10-12/10

Solheimar Ecovillage and Intentional Community, Iceland

Participated, facilitated, and taught lessons to students and peers regarding:

- Crossroads and systems thinking
- Sustainability through cooperatives and community

RELEVANT EXPERIENCE

Graphic Designer | 01/21-Present

Colliers International | Albuquerque, NM

- Designing brochures, fliers, reports, postcards, emails, banners, ads, social media posts, newsletters, and websites for successful client engagement under tight time schedules
- Creating strong visual solutions for research-based information, including statistical and technical graphs, charts and tables, infographics, and photo touch-ups
- Illustrating 2-D and 3-D digital renderings to visualize properties' potential
- Creating new content and marketing collateral while adhering to strict brand guidelines
- Create and post event social media, flyers, and banners for NAIOP, the Commercial Real Estate Development Association & Urban Land Institute, New Mexico Chapter

Urban Planner II & Graphics Specialist | 11/17-11/20

Sites Southwest | Albuquerque, NM

- Coordinated with marketing and technical team members to create storyboards and designs for printed proposals, presentations, and other graphics under tight deadlines
- Designed graphic layouts and wrote content for many types of plans
- Created 3-D visualizations for community and urban designs
- Designed social media outreach and engagement websites to educate and inform diverse communities on plans
- Researched, analyzed, and wrote technical demographic, social, sustainability and economic content for various plans

CLIENT & PROJECT LIST

State of New Mexico:

Designed State Comprehensive Outdoor Recreation Plan branding & website

U.S. Fish & Wildlife Service:

Designed layout and reformatted educational native plant guide

Sacramento Splash:

Illustrated stormwater pollutants and watershed educational drawings

Durango Glacier Club:

Illustrated wayfinding map and graphic guide

City of Santa Fe:

Contributed to Parks, Open Space, Trails, and Recreation Master Plan

Pueblo of Acoma:

Wrote and contributed to design of Pinsbaari Drive Corridor Study

Village of Los Lunas:

Transportation Center Master Plan Update & Site Plan Design

Paso Del Norte Trail:

Website design and updates and branding

Quay, Otero, Torrance Counties,

Village of Ruidoso, Lake Arthur,

Hagerman, Tatum, and Carrizozo:

Designed and wrote Comprehensive Plans

City of Farmington:

Contributed to design for iconic community park, created website survey, Animas River Trail design & research

City of Albuquerque:

Property land use assessment & community engagement

City of Pittsburgh:

Green space reuse initiative

RELEVANT EXPERIENCE CONTINUED

Co-Founder, Manager, Designer | 01/18-Present - Part-Time

Sexton Fix, Design, Build | Albuquerque, NM

- Manage remodeling and handyman business. Weekly tasks include filing taxes, billing, product ordering, scheduling, and client relations
- Provide design coordination & visualization services for remodels

Urban Planner & Visualization Artist | 11/16-11/17

Russell Planning & Engineering | Durango, CO

- Designed site-plans and rendered layouts for developments utilizing AutoCAD and Adobe Creative Suite
- Prepared and processed land-use and business applications to assist with entitlement process for developers
- Created wayfinding and experiential graphic design materials for community engagement
- Updated and wrote comprehensive plans for local governments

Environmental Education Graphic Design Consultant | 05/14-10/15

Independent Contractor | Sacramento, CA

- Designed environmental education resources through visual and interactive communications including Adobe InDesign, hand-drawing techniques, and Adobe Photoshop

Conference Coordinator Research Assistant: Greenway Planning | 08/12-05/13

University of Massachusetts | Amherst, MA

- Worked directly under Julius Fabos, internationally renowned landscape architect and professor emeritus coordinating the International Fabos Symposium on Landscape and Greenway Planning
- Led outreach and all communication to potential speakers
- Served as primary liaison between speakers, administration and committees
- Designed and updated website and submissions
- Formatted and edited proceedings

Urban Farm Program Coordinator | 05/11-08/11

Mon Valley Initiative | Pittsburgh, PA

- Evaluated development impact, land use proposals, and marketing strategies for urban farm program in blighted neighborhood to revitalize the local economy and community
- Collaborated and served as an intermediate between multiple stakeholders
- Utilized geographic information systems (GIS) to track property and display feasibility of the proposed farms
- Designed marketing materials and renderings through the use of Adobe Creative Suite

CORE COMPETENCIES

- Adobe Creative Suite
- Microsoft Office
- Website Design
- Google Earth
- AutoCAD
- SurveyMonkey
- Mailchimp
- Trimble SketchUp
- ArcMap GIS
- Hootsuite