

Maggie Josey Tolodziecki

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Education

James Madison University

Major: BA in Media Arts and Design

Concentration: Converged Media

Minor: Fine Art

Honors: Summa Cum Laude, Outstanding Contributor in Converged Media, Phi Kappa Phi Honor Society

Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Adobe Animate

Microsoft Office

Wordpress

Canvas LMS

HTML5 and CSS3

User Experience Design

Web Accessibility (WCAG 2.1)

Creative Writing

Presentations

Adapt 2021 Virtual Conference

May 2021

"Enhancing Your Canvas Course with Graphic Design"

UNCG Library's Online Learning and Innovation Webinar Series

January 2019

"Graphic Design and Canvas"

Experience

The Division of Online Learning, UNC Greensboro

Web/Graphic Designer | Greensboro, NC | September 2015 - Present

- Work closely with project managers, subject matter experts, and developers to design responsive, accessible websites and interactive learning activities for graduate and undergraduate online programs and courses.
- Design custom graphics, illustrations, worksheets, booklets, slideshow templates, and other materials as needed to enhance the online learning experience.
- Design video assets for media team, including title cards, lower thirds, and illustrations, and offer artistic direction/advice.
- Create style guides to ensure design consistency across academic programs and suites of courses.
- Work with the marketing team as needed to create social media and display ads for online degree programs.
- Handle other miscellaneous design requests for clients within UNC Greensboro and the UNC System, such as resource websites for faculty and students, PDFs, email templates, presentations, infographics, and logos.

Freelance

Web/Graphic Designer | 2010 - Present

- Design websites, logos, and other digital and print media for local, national, and international clients in various industries.
- Provide website maintenance and updates as needed.

Our State Magazine

Editorial Production Assistant | Greensboro, NC | October 2013 - September 2015

- Handled production tasks, including creating and formatting magazine paging for each issue, placing fractional ads, and checking blueines for design errors.
- Designed monthly departmental sections according to guidelines and contributed to the design of feature stories.
- Assisted with a major redesign of the magazine.
- Worked with the digital team to create and promote online content by designing illustrations for quizzes and articles, operating a DSLR camera for Music in the Library series, and designing web ads and callouts in the magazine.
- Designed ancillary material, including publications to be sold in the *Our State* store and informational material for the sales team.
- Assisted with studio shoots, communicated with professional photographers to obtain quality photography, and researched and acquired images for history stories. Edited images in Photoshop when needed.

University Unions Technology & Design, James Madison University

Graphic Designer | Harrisonburg, VA | January - June 2012

- Collaborated with a team of graphic designers, web developers, photographers, and writers to provide design services to clients within James Madison University.

Discovery Networks International

Digital Media Intern | Silver Spring, MD | Summer 2011

- Curated and published interactive content for the web and delivered to Discovery Channel web teams in numerous international markets.
- Researched, wrote copy for, and edited photo galleries for the web.
- Planned, built, and published a fan site using the DNI content management system, and curated a refresh of the international Shark Week fan site.
- Co-designed website graphics with the lead interactive designer.
- Tested and wrote an instructional document for a new quiz publishing tool in the DNI content management system.