

# 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

### University of North Carolina 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.