

MADISON JONES

MADLIGHTNING.COM

HOWDY

madisontierneyjones@gmail.com
325.514.6770

EDUCATION

BFA GRAPHIC DESIGN
Texas Christian University
DEC 2021

BBA IN MARKETING
Neeley School of Business
MAY 2018

LONDON EXECUTIVE
Business Study Abroad
JUN – AUG 2016

SKILLS

Adobe Suite
Art Direction
Concepting
Content Creation
InVision Studio
Microsoft Suite
Photography
Social Media
Juggling

EXPERIENCE

YETI
Art Director

AUSTIN, TEXAS
PRESENT

Initiate concept creation efforts for YETI marketing and brand activations
Assist with directing designers in execution of creative assets

AGENCY HABITAT
Art Director
Associate Art Director

FORT WORTH, TEXAS
JUL – DEC 2022
JAN 2022 – JUL

Concept, develop and execute creative solutions including identity systems, display ads, outdoor, print collateral, and social media for PBS Kids, 7-Eleven, Pei Wei, Marriott Hotels, and select medical brands

AMERICAN AIRLINES
Creative & Brand Intern

FORT WORTH, TEXAS
JUN – AUG 2021

Designed static and video deliverables for Dallas Cowboys Stadium
Produced airport signage, international print ads and logo requests
Captured footage to be used for website imagery and press releases

AGENCY HABITAT
Creative Design Assistant

FORT WORTH, TEXAS
JAN – APR, AUG – DEC 2020

Concepted and executed the agency's spooky rebrand launch party
Produced graphics, web design deliverables with fast-paced deadlines
Collaborated with cross-functional teams to drive new concepts

ATTA GIRLS

NATIONAL STUDENT SHOW & CONFERENCE
Judge's Choice Award given by Ann Cutting 2021

GRAPHIS NEW TALENT
Gold I Portrait Photography 2021
Gold I Advertising Campaign 2021

AMERICAN ADVERTISING FEDERATION FORT WORTH
Bronze I Portrait Photography 2021

CREATIVE QUARTERLY 63 & 64
Winner I Student Photography Category 2021, 2022