

# Madi Haggard

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## Experience

**Madhag Design** Chicago, IL

**Freelance Graphic Design/ Fine arts** August 2018 – Present

- Create Logos, digital graphics, and fine art installations tailored to individual client needs with pre-existing branding.
- Create logo and Icon Designs for Law firms, grocery stores, and private owned businesses.

**La Vie Style House** Dallas, Tx

**Graphic Designer** August 2021 – August 2024

- Created seasonal branding, packaging, and digital assets aligned with marketing strategy for retail and online channels.
- Collaborated cross-functionally to evolve brand identity and execute cohesive, strategy-driven campaigns.
- Led design and production of product visuals and textiles; managed global material sourcing and development.
- Oversaw print production, vendor communication, and client relations to ensure quality, consistency, and strategic alignment.

**Starla Wines** Dallas, Tx (hybrid)

**Graphic Designer** May 2020 – May 2022

- Designed visual identities, logos, and packaging for brand development across in-store and digital platforms.
- Supported Creative Director on design, presentations, and photography concepts for digital and email campaigns.
- Led visual identity development for product launches at Paris and New York Fashion Week.
- Created elevated, customer-focused email designs aligned with overall creative and business strategy.

**La Vie Style House** Dallas, Tx

**Graphic Design Intern** July 2020 – August 2021

- Created seasonal branding assets—including logos, packaging, and digital graphics—for in-store and online platforms.
- Partnered with the Production Designer to execute final designs with precision and consistency.
- Designed product visuals and textile patterns with detailed design callouts for overseas production and printing.

## Leadership

**AIGA Chicago** Chicago, IL

**Board Member** August 2023-Present

- Collaborate with industry professionals to bring designers together and foster a creative community.
- Contribute to strategic planning and execution of events to support local designers.

**Halcyon** Dallas, Tx

**Front of House Lead** March 2024– August 2025

- Supervised daily front-of-house operations, ensuring seamless guest experiences and efficient service flow.
- Delegated tasks, and resolved customer issues with professionalism and urgency.
- Worked closely with kitchen and management teams to optimize seating, wait times, and overall service quality.

**Team Texas** Plano, Tx

**Jr. Board President** Aug 2018– Aug 2023

- Built team cohesion by mentoring younger climbers and fostering a supportive, high-performance environment.
- Coordinated training schedules, international travel logistics, and communication between athletes, coaches, and national governing bodies.
- Lead team initiatives, organizing events, and representing athlete interests in leadership meetings

### Education

**School of the Art Institute of Chicago** Chicago, IL

BA, Visual Communication, May 2025

### Skills

**Technical:** Adobe Creative Suite, Figma, HTML and CSS, Web Design, POS, Shopify, Illustration, Screen Printing, Book Binding

**Language:** English, fluent

### Achievements

**Design:** SAIC Undergraduate Spring Exhibit **2025**, VCD Annual Publication Design Finalist **2025**, Design Your Destination **2025**, Merit Scholarship Award **2023**, Nothing But Love Creations **2022**, Forum Gallery Spring Showcase **2022**

**Other:** President's Award for Educational Achievement **2018**, USA Youth World Climbing Team **2018**

### Portfolio Links

**Portfolio:** <https://madhag.com/>

**Linkedin:** [www.linkedin.com/in/madhag](http://www.linkedin.com/in/madhag)

**Instagram:** [https://www.instagram.com/madhag.design/?igsh=MTh6eXM5ZjEzdXBnbQ%3D%3D&utm\\_source=qr](https://www.instagram.com/madhag.design/?igsh=MTh6eXM5ZjEzdXBnbQ%3D%3D&utm_source=qr)