

MADISON SEALS

Graphic & e-Learning Designer

Experienced in e-learning development, print design, web and UX design, digital marketing, copy editing, video editing, and other content creation.





EDUCATION

2016-2020

University of North Carolina
at Chapel Hill

- B.A. Editing & Graphic Design
- Highest Distinction | GPA: 3.84

SKILLS

-  Adobe CC: Illustrator, InDesign, Photoshop, Premiere
-  e-learning authoring software: Storyline 360, Rise 360, Xyleme
-  WordPress and basics of HTML
-  Spanish

CONTACT

-  503-360-3607
-  sealsmadison@gmail.com
-  sealsmadison.wixsite.com/portfolio

EXPERIENCE

Relias | March 2021-Present

e-Learning Developer

Associate e-Learning Developer
(March 2021-April 2022)

- Proficient in multiple e-learning authoring programs: Storyline 360, Xyleme, Rise 360
- Regularly train team members in our authoring tools and build processes
- Frequently participate in special projects to design new and improved internal resources
- Routinely complete Spanish course development

UNC Hussman School of Journalism & Media

Design Assistant (March 2020-March 2021)

Participated in a research project to optimize a peer social support app for adolescents and young adults with cancer; contributed to a cancer prevention messaging project in collaboration with UNC's Dept. of Psychology and Neuroscience

Heelprint Communications

Account Manager (Oct. 2019-March 2020)

Led a team and communicated with our client, local author Christian Warren Freed. Improved the formatting of the client's WordPress site, created both a Facebook business page header image and brand logo, and developed a media contact list.

digitalJ2

Digital Marketing Intern (May-July 2019)

Applied knowledge of inbound marketing, such as lead gen/nurturing, SEO, CRO and more, to assist in the creation of landing page design and copy, CTAs, social media posts, campaign emails and other digital marketing content.