



# MADLINE ALEXANDER

## GRAPHIC & 2D MOTION DESIGNER

[Mazy.artss@gmail.com](mailto:Mazy.artss@gmail.com) | [Portfolio Website](#) | (305) 335-0149

### PROFESSIONAL EXPERIENCE

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#### NBCUNIVERSAL

September 2023 - Present

##### **NBC News Freelance Graphic Artist** · *May 2024 – Present*

Contracted through *Yoh, A Day & Zimmermann Company*

- Supports the On-Air graphics team by showcasing an understanding of branding, layout, and typography when creating graphics.
- Showcases ability to effectively communicate with Art Directors and Production Assistants while completing graphics in a fast-paced environment.

##### **NBC News Group Artworks Intern** · *September 2023 – April 2024*

- Worked alongside the Art Directors of the NBC News Specials Team to develop on-air still graphics and show packages; experience with typography, logo design, logo animation, and end frame design.
- Supported the *TODAY* show by conceptualizing and animating live television graphics designed to be synced to an audio track.
- Assisted the Creative Director of NBC News by updating animations for special campaigns; for example, updated peacock logo animations and conceptualized on-air election graphics.

#### UCF ATHLETICS ASSOCIATION INC.

September 2021 - April 2024

##### **Production Intern, Motion Design** · *September 2022 – April 2024*

- Develops original graphics for social media that generate up to 38.4k views on Twitter in collaboration with the Senior Motion Graphics Designer.
- Manages Adobe After Effects projects with up to 20+ assets, including player cutouts and branding materials.
- Curates and develops motion graphic projects tailored to up to 30 athletes at a time; demonstrates file management by utilizing comps and color-coordination for clear usability over a non-linear time period.

##### **Content Intern, Graphic Design** · *September 2021 – September 2022*

- Leveraged Adobe Photoshop to design high-quality social media graphics for @ucf.knights Instagram account with over 100k followers.
- Collaborated with the creative team; suggested and recommended techniques, methods, and media best suited to produce the desired content.

### EDUCATION

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#### University of Central Florida

May 2024

BFA in Emerging Media: Experimental Animation

### OTHER

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**Skills:** Broadcast Production, Asset Integration, Typography, Color Theory, Digital Design, Project Management

**Programs:** Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Autodesk Maya, Adobe Illustrator, Adobe InDesign