



www.dmadeiradesign.com

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Mountainside • NJ

Seeking a position as a
Senior Graphic Designer



EDUCATION

KEAN UNIVERSITY

BFA VISUAL COMMUNICATIONS/
GRAPHIC DESIGN



Design is my passion.

Corporate identity is my forte.

25 years of
creative experience



EXPERTISE

TYPOGRAPHY

CONCEPTING

TEAM LEADERSHIP

Dorie Madeira

GRAPHIC DESIGNER

Award-winning creative professional with extensive experience shaping the voice and visual identity of global brands. Expert in elevating design through clean, strategic concepts that strengthen brand recognition and drive engagement across digital and print platforms.

AREAS OF EXPERTISE

- Typography
- Logo Design
- Digital Media
- Corporate Identity
- Branding
- Packaging Design
- Presentation Design
- UX/UI Design
- Catalog Design
- Storyboarding

Professional Experience

GIRL SCOUTS HEART OF NJ | DESIGN LEAD | JULY 2024 - PRESENT

Lead creative direction and brand development for the Council, ensuring alignment across print, video, and digital campaigns. Partner with marketing leadership to execute strategic, multi-channel initiatives that strengthen brand visibility and consistency.

BROBEL DESIGN | SR. DESIGNER | JULY 2021 - JULY 2023

Delivered high-end digital and print designs for clients including Audible, Audible Canada, Kids Discover, and Time.com. Produced creative solutions that elevated brand storytelling and visual impact.

MCCANN HEALTH NJ | SR. ART DIRECTOR | NOV 2020 - MAY 2021

Collaborated with art and copy teams to create branded communications for global healthcare clients. Designed promotional materials for healthcare professionals supporting brands such as Tremfya and Simponi Aria.

AT&T | DESIGNER | MAY 2020 - OCT 2020

Developed entertainment-based visuals for DIRECTV and AT&T digital platforms, including web banners, on-screen promotions, and branded content. Partnered with creative teams to deliver cohesive digital experiences.

RYMAX | PINE BROOK, NJ | 2002 - 2019

(Progressive roles held from 2002 – 2019)

CREATIVE SERVICES DIRECTOR | 2015 - 2019

Directed the creative vision and visual identity for the company. Led a multidisciplinary team in producing marketing collateral, brand campaigns, and internal platforms. Partnered with executives and stakeholders to align design strategy with business goals and ensure consistent brand execution across all touchpoints.



TECHNICAL SKILLS

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
ADOBE PREMIERE PRO
ADOBE AFTER EFFECTS
MICROSOFT POWERPOINT
MICROSOFT WORD
MICROSOFT EXCEL
SKETCH



RELATED SKILLS

PHOTOGRAPHY
IMAGE RETOUCHING
SOCIAL MEDIA DESIGN
CREATIVE COPYWRITING
PROJECT MANAGEMENT



MISCELLANEOUS

BILINGUAL IN ITALIAN

“Art is
what happens
when you learn
to dream.”

-David Bowie

CREATIVE PROCESS MANAGER | 2008 - 2015

Oversaw creative strategy from concept to completion. Partnered with major clients—United Airlines, Mercedes-Benz, Volvo, BMW, and Amgen—to design catalogs, campaigns, and reward program materials. Led trade show and corporate advertising design efforts.

SR. GRAPHIC DESIGNER | 2002 - 2008

Developed print and digital collateral for high-profile clients including American Express, BMW, Mercedes-Benz, Novartis, MGM Grand, and The Bellagio. Provided art direction for photo shoots, brand redesigns, and catalog production.

Selected ACHIEVEMENTS

- ✦ **Redesigned Rymax employee recognition program**, including internal communications and development of program parameters with Human Resources Team.
- ✦ **Winner of 2018 Graphic Design USA In-house Design Award** for Rymax corporate brochure.
- ✦ **Provided on-site visual management of displays and visual merchandising** for high-profile shopping events at the Borgata and Resorts World Casino.
- ✦ **Winner of 2015 Graphic Design USA Award** for redesign of Rymax corporate identity.
- ✦ **Winner of 2007 Graphic Design USA Award** for corporate identity design for Premium Installation & Design.
- ✦ **Winner of 2005 Graphic Design USA Award** for redesign of Rymax corporate logo.