



MADDISON WEBER

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## EXPERIENCE:

### Design Co-Founder

Peachie

2024-Current

Led the end-to-end design of a recipe app from concept to launch, creating the brand identity, visual design system, and intuitive UX for saving recipes from any source, organizing into categories, and integrating with grocery platforms. Designed and launched Peachie Prints on tear-proof, water-resistant paper using AI formatting, developed marketing assets across social, email, and ad campaigns, and created a 14-day free trial retention sequence that improved feature adoption and trial-to-paid conversions. Through thoughtful UX design, brand storytelling, and high-impact marketing assets, Peachie saw 14K downloads, and achieved an 80% trial-to-paid conversion rate, establishing a strong early user base and recognition in the recipe app space.

### Director of Design - Short Term Contract

Dozen

2025

Joined at concept stage to build the brand and product from the ground up. Led creation of brand identity, visual design system, tone of voice, and overall aesthetic. Collaborated with 1 UI/UX designer and 2 app developers to design a cohesive, personal, and intuitive mobile experience. Designed print materials and marketing assets for social, email, and ad campaigns, contributing to 54K App Store impressions and 4K downloads in three months.

### Lead Graphic Designer and Multimedia Specialist

Arcfield

2022-2024

Directed and executed visual design across the organization, managing projects from concept to delivery for print, digital, branding, and video content. Designed Arcfield's 2023 strategic plan, transforming complex data into clear, on-brand visualizations. Led the creation of 3 brands and websites, including logo design, brand identity, and launch graphics, balancing rapid turnaround with stakeholder input. Oversaw more than 300 projects in a single year, ensuring brand consistency, creative quality, and timely delivery in a fast-paced, high-volume environment.

### Lead Designer

Crust Club

2018-2022

While completing my education I worked full time at Crust Club. In this role I created, scheduled and managed all marketing campaigns including email, social and advertising. Lead design for all website, app, print, and digital content. Photographed all products for the web store and mobile app. Consistently hit ROI margins. Successfully managed content in a fast paced startup environment. Drove customer engagement and brand visibility, supporting growth that led to the company's \$3.2M acquisition by Crumbl.

## SKILLS:

Agile and iterative design process, UI/UX design, visual design systems, brand identity and development, creative direction, motion graphics, marketing strategy, campaign management, content design and storytelling, email and social campaign design, cross-functional team leadership, stakeholder communication.

## TOOLS:

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Express, Firefly), Shopify, Notion, HubSpot, Braze, Meta/Google/Linkedin Ads Managers, Visual Electric, Slack, Microsoft Teams.

## EDUCATION:

Bachelor's of Fine Art, Graphic Design Emphasis

Utah Valley University