

Maddy Hague

CREATIVE DIRECTOR, GRAPHIC DESIGNER & ART DIRECTOR

12304 12TH AVENUE NORTH, PLYMOUTH, MINNESOTA 55441

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SUMMARY

Patent and award-winning creative leader, art director, and designer with over 17 years' experience and a strong reputation for talent development and process building. Agile, strategic thinker who leverages broad work experience and balances aesthetics with data to drive results. Outstanding time management and efficiency skills. Outgoing, trustworthy, and collaborative, with a focus on building and maintaining excellent client and peer relationships. Direct but empathetic, with proven leadership scores that exceed company averages by 14-17 points on key metrics.

EDUCATION

BFA, Graphic Design

Rhode Island School of Design

Providence, Rhode Island, 2006

SKILLS

GENERAL

Graphic Design; Art Direction; Branding;
Graphic and Concept Illustration; Pattern,
Surface, and Product Design; UX Design/UI
Design; Photo Styling; Photography

TECHNICAL

Adobe Creative Suite (Illustrator, Photoshop,
InDesign, After Effects); Sketch App; Figma;
Microsoft Office; HTML, CSS, and basic
PHP; Workfront (and other similar project
management platforms)

PROFESSIONAL

Mentoring and Development; Presentation;
Time Management; Project Management;
Organization; Multi-Tasking; Process Development

CHANNEL EXPERIENCE

Social Media; Web; Display; Packaging;
Catalog & Direct Mail; In-Store Marketing/
Signage; E-Mail; SMS

EXPERIENCE

CREATIVE DIRECTOR, SHUTTERFLY

August 2022 – Present

- Lead Print and Performance (Social, SMS, App, and Display) teams of 12, including designers, copywriters, video editors, and people leaders
- Implemented the new Paid Social team and established data-driven Best Practices to increase ROAS on channel ads up to 10x in 4 months
- Researched, onboarded, and oversaw vendors and agencies that support the Paid Social channel
- Developed new Direct Mail process for quick-to-market creative that reduced time in creative hands by 66%.
- Oversaw cross-channel integrated campaigns that touched Site, E-mail, Direct Mail, and Paid Social Media
- Two-time company-wide Top Shot Award winner for driving significant business impact with our Costco partnership and improving Q4 2023 Paid Social ROAS by 38% year-over-year

ASSOCIATE CREATIVE DIRECTOR, SHUTTERFLY

January 2021 – August 2022

- Developed, mentored, and provided creative oversight to four direct reports
- Oversaw designers working on Direct Mail pieces to ensure consistency in work
- Re-envisioned process for larger scaled Direct Mail projects in partnership with Creative Operations to give more focus to creative outcomes and requested feedback in each round
- Managed cross-channel integrated campaign teams for key business moments, including Grad 2022 and Grad 2023
- Managed, designed, and art directed Shutterfly's 2021 and 2022 Holiday Catalog, a \$30M+ revenue driver for Q4 business
- Built collaborative relationships with key partners across the organization to ensure all business objectives were met in creative

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VOLUNTEER WORK

Mentor

*Wayzata Public Schools COMPASS Program,
Graphic Communications*

Guided senior high school students interested in marketing and design fields, providing them with on-set art direction experiences, presentation coaching, and more

Mentor

MPLS MadWomen

Developed and provided resources to junior designers who recently graduated from college and was beginning their professional journeys

FREELANCE CREATIVE DIRECTOR & GRAPHIC DESIGNER

June 2006 – Present

- Worked with clients on branding, web, social, display, print, art direction, and surface design needs
- Past clients include: Target, Garven, Minted, Greenvelope, Zazzle, Jasper+Black

PRINCIPAL DESIGNER, SLEEP NUMBER

November 2015 – June 2020

- Established and built the Paid Social channel as lead designer, supporting other digital channels like site and e-mail as needed
- Leveraged testing and competitive research to push creative and deliver a +26% engagement rate year-over-year while decreasing CPQUV by 12%
- Improved shareholder outlook by leading the design of the first ever Corporate Responsibility & Sustainability Report, moving Social and Environmental disclosure rankings from high risk to low risk
- Served as primary designer for high visibility projects, including the branding the company's community relations program, the Pride campaign, and the company's bed-in-a-box brand
- Developed and mentored junior talent

CONTRACT SENIOR DESIGNER, WUNDERMAN MINNEAPOLIS

October 2014 – November 2015

- Oversaw the design and direction of Best Buy's Mobile Buyer's Guide, pitched new creative content to key partners, and managed a team of production artists
- Overhauled the design system of automated transactional emails to fit newly launched Best Buy branding
- Designed creative for Best Buy's online weekly ad and several high profile display ad campaigns

ART DIRECTOR, TARGET CORPORATION

June 2006 – June 2012

- Awarded AIGA Minnesota Design Award and HOW InHOWse Design Award for the 2010 Club Wedd Registry refresh
- Awarded a patent for my 2011 gift card design, featuring a handheld "whack-a-mole" game
- Designed several celebrity partnership brands and their packaging systems
- Lead all art direction and design for the company's seasonal packaging program, overseeing supporting production designers
- Designed and art directed marketing materials across store departments, including signage, catalogs, packaging, and other collateral