

KIOWA MADRID

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PORTFOLIO • kiowamadrid.wixsite.com/kiowadesigns | **LINKEDIN** • linkedin.com/in/kiowa-madrid-a235b6158

Creative graphic designer with 10+ years of hands-on experience creating logos, signage, promotional materials, social media graphics, website content, event materials, and branded communications. Proficient in Adobe Photoshop, Illustrator, and InDesign, with a strong eye for typography, layout, composition, and visual consistency. Background in photography, merchandising, retail, and client-facing creative work, with experience developing projects from concept through execution.

CORE SKILLS

Graphic Design • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Figma • Canva • Typography & Layout • Print & Digital Design • Social Media Graphics • Brand Consistency • Photography & Photo Editing • Visual Merchandising • Signage & Promotional Materials • Website Content • Content Creation • Event Materials • Print-Ready Files • Merchandise Presentation

PROFESSIONAL EXPERIENCE

Freelance Designer / Digital Content Consultant: *Self-Employed — Hutto, TX | Jan 2020–Present*

- Design logos, signage, flyers, social media graphics, event materials, internal forms, and website content for local businesses and retail operations.
- Create and edit visual assets using Photoshop, Illustrator, and InDesign, with close attention to typography, spacing, alignment, composition, and consistency.
- Develop digital content and branded materials for Hutto Antique Mall, Vintique Mall, Vintique Collective, and Vintique Estate Sales, including website and social media content.
- Manage creative projects from initial concept through revisions and final delivery while balancing multiple projects, deadlines, and client needs.

Owner / Graphic Designer: *Hutto Antique Mall — Hutto, TX | July 2024–Jul 2026*

- Designed and maintained the visual identity of the business across its website, signage, promotional graphics, social media, customer communications, and physical retail environment.
- Photographed merchandise and retail displays, evaluating composition, lighting, placement, and visual presentation to create appealing customer-facing imagery.
- Managed product presentation, merchandising, website/store content, vendor communications, and day-to-day operations while maintaining a consistent customer experience.
- Created promotional and customer-facing materials from concept through final production, adapting designs for both digital and physical applications.

Operations & Visual Content Support: *Vintique Mall & Vintique Collective — Taylor, TX | May 2023–Jul 2024*

- Created signage, graphics, website and social media content, and other customer facing materials while maintaining consistent branding.
- Photographed merchandise and retail displays for marketing and online presentation, with attention to composition, visual hierarchy, and product placement.
- Supported two retail locations through merchandising, vendor coordination, customer communication, promotional content, and day to day operations.
- Developed visual content and promotional materials for both digital and physical applications, adapting designs to different formats and audiences.

[<https://www.vintiqueestatesales.com>, <https://www.vintiquemall.com>]

On-Duty Manager / Driver Trainer / Event Staff | *Tiff's Treats — Hutto, TX / Multiple Locations* | *Jul 2021–Feb 2024, July 2026–Present*

- Supported high-volume restaurant operations, staff coverage, customer service, and daily workflow while maintaining company standards.
- Helped prepare and launch a new store location, assisting with setup and operational details.
- Represented the brand at Austin City Limits, Trail of Lights, and other community events.

E-Commerce / Vintage Reseller: *Self-Employed — Hutto, TX* | *2020–Present*

- Photograph, describe, price, organize, and sell vintage furniture, antiques, clothing, and other merchandise through online marketplaces.
- Create product imagery with careful consideration of composition, lighting, backgrounds, angles, scale, and visual clarity.
- Manage product photos, descriptions, pricing, inventory, customer communication, and online presentation across multiple platforms.
- Select and present merchandise based on visual appeal, brand fit, customer interest, and marketability.

Project Cost Accountant / Support: *Hellas Construction — Austin, TX* | *Mar 2020–Jan 2021*

- Reviewed detailed documentation, coded transactions, reconciled variances, and maintained accurate records for large-scale construction projects.
- Performed detailed auditing and documentation review requiring accuracy, organization, and attention to small details.

Administrative Assistant: *Hellas Construction — Austin, TX* | *Jun–Aug 2017; Jun–Aug 2019*

- Supported executives with travel coordination, calendars, meeting preparation, document formatting, reports, and meeting minutes.
- Maintained organized documentation and ensured materials were accurate, complete, and presentation-ready.

PHOTOGRAPHY & VISUAL EXPERIENCE

Product and merchandising photography for Hutto Antique Mall, Vintique Mall, Vintique Collective, and Vintique Estate Sales; high-school and college photography coursework; photography for furniture, antique, and clothing resale listings; photo editing and image preparation; and select family portrait sessions.

ADDITIONAL EXPERIENCE

Server / Event Caterer — Olive Garden, Houston, TX (2018–2019) • Server — City Market, Georgetown, TX (2018) • Team Member — Bahama Buck's, Waco, TX (2018) • Event Staff — Austin City Limits, Moto GP, Formula One, Trail of Lights & other events (2016–2025) • Volunteer — American Legion Post 302, Hutto, TX (2012–Present)

EDUCATION

Hutto High School — Hutto, TX | Graduated June 2016