

Tobi Madison Edwards

GRAPHIC DESIGNER & ILLUSTRATOR

CONTACT

tobimadison@gmail.com
ashygemini.com | 973-222-7205

I'm a multidisciplinary designer and illustrator with 5 years of experience of bringing ideas to life through print, digital, and brand identity. I devote my time to turn ideas with a strategy into visuals that tell a story and connect with others. As collaboration and inclusivity inspire me, I am excited to bring creativity, methodology, and craft to a team while making an impact.

EXPERIENCE

Creative Coordinator

Bethel Woods Center for the Arts
Bethel, NY | 2023–Present

- Create digital and print promotional assets such as social media content, emails, postcards, and brochures—to boost awareness and drive attendance
- Serve as a cross-departmental design resource, working closely with internal teams to understand their objectives and provide creative support
- Uphold the center's branding by creating designs that are consistent with its mission and established visual identity
- Collaborate with the museum curator to develop and design visual identities for rotating exhibits and their themes- including signage, interpretive panels, multimedia elements, and campaigns
- Maintain communication with the museum shop manager to track inventory and availability of Hatch Show Print posters and other merchandise
- Maintain vendor relationships to optimize quality, cost-effectiveness, and timely delivery of print collateral
- Supervise freelance designers and provide creative direction and ensuring alignment with project goals, timelines, and organizational standards

Designer & Illustrator

A Shy Gemini | Freelance
Montague, NJ | 2020–Present

- Develop cohesive brand visuals and marketing assets—such as logo design and color schemes— blending creativity with current trends
- Create illustrations, cover art, and custom merchandise designs for independent clients and personal projects
- Work with clients to understand their vision and deliver designs that resonate with their vision, audience, and goals

Graphic Designer

Interplay Couture
Newton, NJ | 2021–2023

- Strategized designs and outreach concepts—such as brochures, banners, and social media content—to help clients better engage with and connect to the boutique
- Directed and oversaw photo shoots, managing models, wardrobe, and jewelry selection to produce visuals for promotional campaigns
- Assisted the owner reorganize the boutique's layout and display by arranging clothing categories according to season, theme, and trends
- Schedule and publish social content and emails in a timely manner
- Updated the boutique's website to reflect inventory and product availability, including adding new merchandise and removing out-of-stock items

Art Instructor

Federation Apartments
Paterson, NJ | 2019–2020

- Taught senior citizens how to paint using photographs and in-person references
- Guided senior citizens through a variety of art compositions, focusing on techniques to enhance their skills in areas such as form, texture, color theory, and perspective
- Created lesson plans tailored to all art experience levels, focusing on different painting techniques at bi-weekly classes

EDUCATION

Bachelor of Fine Arts

Graphic & Interactive Design
Wayne, NJ | 2021

- William Paterson University of New Jersey

SKILLS

- Adobe Creative Suite
- Attention to detail
- Brand Identity
- Color Theory
- Communication
- Creativity
- Editorial
- Illustration
- Typography & Layout
- Microsoft Office
- Mood Boards & Presentations
- Trend Awareness