

Tobi Madison Edwards

Graphic Designer & Illustrator

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Graphic Designer and illustrator with 5 years of professional experience in museums, boutiques, and in-house teams. I create across print, environmental, digital, and merchandise platforms to help mission-based organizations communicate with clarity and purpose.

EXPERIENCE

Graphic Designer & Creative Coordinator

Bethel Woods for the Arts | Bethel, NY | Nonprofit Museum and Concert Venue

June 2023
-Present

- Design large-format graphics, merchandise, and visual assets for exhibitions, programs, and retail-facing environments
- Use specific colors, type, and imagery to certain program and event materials that communicate with different audiences
- Collaborate cross-functionally with curators, educators, and vendors to align creative vision with institutional standards and timelines
- Manage vendor and production to confirm the print and other assets' brand consistency, print accuracy, and production quality

Designer & Illustrator

A Shy Gemini | Montague, NJ | Freelance

- Create original illustrations and designs and prepare them as production-ready files for print and fabric-based products such as postcards, signage, totes, and other physical goods
- Work with boutique owners to translate brand vision and audience preferences into artwork that aligns with both aesthetic direction and customer appeal
- Take projects from concept to final production by researching themes, experimenting with color and typography, and delivering artwork ready for product and retail displays

April 2020
-Present

Graphic Designer

Interplay Couture | Newton, NJ | Clothing Store and Boutique

- Designed brand-aligned collections, promotions, and shopping experiences by focusing on local magazine advertisement, posters, and multi-page brochures
- Developed structured layouts and visual narratives to guide audiences through seasonal collections and product stories
- Directed photoshoots from concept development through wardrobe and model selection; edited and prepared imagery for print and digital use
- Partnered closely with the boutique owner to refine clothing and accessory presentation by season and theme, ensuring cohesive storytelling

May 2021
-June 2023

Textile & Surface Design Practice

- Personal exploration of embroidery, pattern-making, and textile experimentation
- Study of repeat patterns, motifs, and color relationships for fabric application
- Hands-on understanding of how artwork translates on cloth and dimensional products

May 2017
-Present

EDUCATION

Bachelor of Fine Arts | Graphic & Interactive Design

William Paterson University of New Jersey | Wayne, NJ

2021

SKILLS

Adobe Creative Suite | Branding Identity | Typography & Layout | Color Theory | Illustration
Print & Pattern Development | Print Production | Image Curation | Textile Awareness
Exhibition Signage | Merchandise Design | Collaboration | Time Management | Adaptability