

Tobi Madison Edwards

Graphic Designer & Illustrator

Tobimadison@gmail.com | ashygemini.com | 973-222-7205
Montague, NJ [Relocating to Montclair, NJ]

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.

EXPERIENCE

Graphic Designer & Creative Coordinator

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

June 2023
-Present

- Design brand-aligned marketing and educational materials across print, digital, environmental graphics, and merchandise for programs and exhibitions
- Maintain strict adherence to brand guidelines while balancing creative vision with technical and production requirements
- Translate historical and educational content into accessible and visual layouts through intentional use of color, typography, and imagery for specific programs, events, and 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

April 2020
-Present

- 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

Graphic Designer

Interplay Couture | Newton, NJ | Clothing Store and Boutique

May 2021
-June 2023

- 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 with the boutique owner to refine clothing and accessory presentation in the boutique by season and theme for cohesive storytelling
-

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
File Preparation | Print Production | Image Curation | Detail Oriented | Digital Campaign Design
Exhibition Signage | Merchandise Design | Collaboration | Time Management | Adaptability