

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

June 2023-Present

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

- Design cohesive promotional materials through print, digital, merchandise, and environmental platforms for programs, live performances, and campaigns
- Preserve the organization's brand identity by making intentional design decisions while balancing creative vision with technical requirements within the guidelines
- Use specific colors, type, and imagery to certain program and event materials that communicate with different audiences
- Collaborate with the museum curator to design, scale, and produce exhibition wall paneling and other graphics (including signage and promotional materials)
- Manage vendor and production to confirm the print and other assets' quality, consistency, and on-time delivery

Designer & Illustrator

April 2020-Present

A Shy Gemini | Montague, NJ | Freelance

- Develop cohesive visuals and marketing assets for small boutiques, including logo systems, color palettes, and illustrated graphics
- 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 optimized for specific products and retail displays

Graphic Designer

May 2021-June 2023

Interplay Couture | Newton, NJ | Clothing Store and Boutique

- Created and designed brand-aligned collections, promotions, and shopping experiences, focusing on local magazine advertisement and brochures
- Directed photoshoots from concepts to wardrobe and model selections, then edited those photos for print and digital assets
- Maintained the boutique's digital communications for store updates and collection launches
- Partnered with the boutique owner to refine clothing and accessory presentation throughout the store by season and theme

EDUCATION

Bachelor of Fine Arts | Graphic & Interactive Design | 2021

2021

William Paterson University of New Jersey | Wayne, NJ

SKILLS

Adobe Creative Suite | Branding Identity | Typography & Layout | Color Theory | Illustration
Campaign & Promotional Design | Print & Large Format Production | Image Curation
Exhibition Signage | Merchandise Design | Collaboration | Time Management | Adaptability