

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 story 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