



Maggie Wierzchucki

Interdisciplinary Graphic Designer

CONTACT

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EDUCATION

University of Illinois at Urbana-Champaign

2013 - 2017
Graphic Design, BFA
Photography, BFA
Art History, Minor

SKILLS

Programs

Photoshop, Indesign, Illustrator, Premiere, After Effects, Lightroom, Keynote, Mailchimp, Figma, Hubspot, Webflow

Design

Print Production, Branding and Identity, Typesetting, Motion Graphics, Web Design, Paid and Organic Social, Presentation Deck Design

Creative

Digital Photography, Wet Process Photography, Photo Retouching, Illustration, Project Management, Creative Direction

LANGUAGES

Polish - Fluent

FUN FACT

My favorite color is #bada55

EXPERIENCE

Northwest Pipe Company, Senior Graphic Designer (Graphic Designer II)

January 2023 - Present | Vancouver, WA (Remote)

Currently, as the in-house senior graphic designer, I maintain the company's visual brand identity, ensuring consistency across all design assets and channels creating innovative and visually compelling designs for a variety of marketing materials, spanning print, digital, and social media. Seeing an opportunity for organization, I implemented and developed a team-wide design request intake form used company-wide. I also launched and lead the parent company's first Instagram account.

Rabbu, Senior Graphic Designer

November 2021 - July 2022 | Remote

Together, our small marketing team, defined, realigned, and facilitated new marketing strategies, executed a new website launch, set up and ran a number of campaigns for our products and services, all while with keeping daily initiatives and channels maintained. As designer, I refreshed and established a new brand and identity for Rabbu, ran social creative, and helped maintain our new website. Daily support and projects consisted of sales, marketing, social and brand initiatives within both, the print and digital space.

Chicago Fire FC, Graphic Designer

September 2019 - November 2021 | Chicago, IL

In this fast-paced environment I was part of a creative and content team to support all the Chicago Fire groups and sub-brands. Created and updated reactive graphics to be shared on all social platforms in real time on matchdays. Developed a wide variety of projects in both print and digital with timelines ranging from quick turnaround to season-long initiatives. Assisted in the implementation and launch of two major rebrands. Managed and created all in-stadium matchday graphics shown on the big screens and Soldier Field stadium in Chicago, IL.

Pangea Properties, Graphic Designer

October 2018 - August 2019 | Chicago, IL

Managed and maintained the visual identity of the six Pangea Properties companies and sub-brands as the sole designer. Conceptualized and created a wide spectrum of work in both print and digital. Designed and outsourced all print projects by communicating with external vendors and printers. Assisted in designing, refreshing, and curating three new company websites and two brands. Overhauled the creative submissions to the The Chicagoland Apartment Marketing And Management Excellence (CAMME) that then won awards for three out of the five submissions.

Nautilus, INC., Graphic Designer

August 2017 - September 2018 | Vancouver, WA

Worked as part of a larger creative team to support, maintain, and develop the six Nautilus, INC. brands. Assisted with planning and art-directing photo and video shoots for product lines and supporting assets. Designed both print and digital materials that were sent to more than 900,000 current and prospective customers. Created, implemented and led the visual identity and asset creation for Bowflex's first and longest running summer campaign.

UIUC Men's Basketball, Student Graphic Designer

July 2016 - August 2017 | Champaign, IL

In a fast-paced and reactive environment, helped maintain, support, and implement the creative direction across a variety of digital and print materials used to assist in recruiting athletes, for both the men's team and the basketball athletics program.