




MAGDALYN FOLEY

Brand Marketing
UX/UI Design

CONTACT

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SKILLS

UI Design	Principle
UX Design	Sketch
Branding	Social Media
Indesign	InVision
Illustrator	Adobe XD
Photoshop	BarTender

EDUCATION

- 2016 - 2020 • **North Carolina State University**
GPA 3.746 - Graduated Summa Cum Laude
- 2016 • **Gray Stone Day School**
Graduated with Highest Honors

AWARDS / HONOR

- 2019 • **Data Literacy Project**
SAS - NCSU
Project received special recognition by SAS in their 2019 Data Literacy Competition. - Focused on teaching middle school aged children math, specifically correlation.
- 2017 - 2018 • **I AM A MAN**
National Civil Right Museum - NCSU
Project chosen to influence the newest VR exhibit in the NCRM.

EXPERIENCE

- 2021 - Now • **Lead Graphic Designer**
SunTech Medical
Lead designer on the SunTech marketing team, working closely with BP medical devices. - In charge of designing for the entire company across all 6 service areas, including marketing collateral, commercial videos, internal designs and videos, packaging, labels, and more. - Creating designs and helped write copy for social media. - Spearheading our 2022 re-brand. Design our new logo, graphics, and overall brand identity. - Mainly use programs in the Adobe Creative Suites, as well as BarTender and Principle.
- 2020 - 2021 • **Computer Typeset Designer**
Filepoint - Fairview
Designed, maintained, and updated compliance documents for mutual funds under the SEC. - Oversaw workflow of projects, assigned work and coresponded to clients in a timely manner. - Worked on tight deadlines for all projects while maintaining pristine quality control. - Mainly used Adobe Creative Suites.
- 2020 • **Brand Marketing Manager**
Cutting Edge Spine
Lead designer on the CES marketing team, working closely with surgical, spinal medical devices. - Worked on digital and print media, building marketing collateral for CES on new product lines. - Created marketing pieces for Social Media. - Mainly used Adobe Creative Suites.
- 2019 • **Solution Design UX/UI Intern**
IQVIA
Part of IQVIA's 2019 Summer Intern class, working alongside their team of full time UX/UI designers. - Created wireframes and prototypes to help aid the development of current company projects. - Helped with UX research. - Conducted a self-motivated research project mainly with print deliverables. - Mainly used Adobe, Sketch, and Principle.
- 2019 - 2020 • **On-Call BOA**
Edward Jones
Assistant to an EJ Financial Advisor. - Maintained appointments, schedules, and confidential documents.
- 2015 - Now • **Freelance Design**
Self Motivated
Completed freelance projects covering logos, vector images, advertisements, and more.