



Madeline Belford
Graphic Designer

Madeline Belford is a graphic designer and Student RGD member focused on creating functional design solutions with both beauty and purpose. A bachelor of design student and current Co-Chair of the RGD student committee, she is particularly interested in the intersection of social good with design and the ways in which design can be used as a vehicle to help foster social change.



madelinebelford.com



madeline_belford_design



madelinebelford@gmail.com



Madeline Belford

Work Experience

Content Creator, Bright Light Content

Sep 2023- Present

- Created marketing content including articles, social media posts and blogs
- Worked with LMS systems to upload educational content

Accessibility Designer, BIAWW

Sep 2023- Present

- Completed ADOA training
- Audited 3 websites for accessibility

Graphic Design Co-op, Equitable Life

May 2023- Aug 2023

- Updated business materials (forms, brochures, etc)
- Designed social media posts, event branding and other materials

Marketing Coordinator, BIAWW

Sep 2022- Feb 2023

- Facilitated marketing materials including social media, print designs and website updates
- Designed program branding
- Developed marketing strategies, campaigns and analytics

Freelance Fine Artist

Aug 2022- Present

- Designed unique picnic tables and a banner for the City of Waterloo

Software

- **Adobe Suite:** After Effects, Illustrator, Indesign, Lightroom, Photoshop, Premiere Pro
- **Google Suite:** Docs, Slides, Sheets, Gmail, Forms, Drive
- **Microsoft Suite:** Word, Excel, Powerpoint, Outlook

Educational Background

Bachelor of Design, Conestoga College

Sep 2020 - Present, 3.86 GPA Achieved

Volunteer Experience

Social Media Volunteer, Shelter Movers Waterloo

Jan 2022- Present

- Create social media posts, web graphics and print materials
- Develop event branding and visuals

RGD Student Co-Chair and Member, RGD

Sep 2021- Present

- Organize and run monthly meetings,
- Develop and lead initiatives focused around awareness for the RGD

Awards and Distinctions

- **Conestoga Photo Contest, Nature Photography Second Place, Apr 2023**
- **RGD Student Awards, Honorable Mention for Advertising Design, Sep 2022**
- **Bowseat Ocean Awareness Honorable Mention, Nov 2020**