



## PROFESSIONAL EXPERIENCE

### EDUCATION

BA Design & BS Advertising  
University of Texas, Austin  
Fall 2014 - Spring 2018

### SKILLS

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
CSS/HTML  
Creative Concepting  
Figure Drawing

### CONTACT

Madison Grube (groo-bee)  
grubemadison@gmail.com  
(201)-410-8168  
**madisongrube.com**

#### **FCB HEALTH (IPG HEALTH)**

##### **Group Art Supervisor: November 2023 – Present**

- Brand steward and creative leader consistently executing brand asks from concept to go-live
- Concepts innovative and visually fresh ideas in partnership with copy and account teams, appropriate to the client's strategy and goals

##### **Art Supervisor: November 2021 – October 2023**

- Developed and pitched pro-bono concepts internally and externally while juggling day-to-day responsibilities to win agency awards and make meaningful change
- Managed a direct report and mentored other junior/mid-level creatives

##### **Senior Art Director: February 2020 – October 2021**

- Led visual exploration and execution of a seasonal brand campaign
- Directed photographers, illustrators, designers and production staff to ensure proper production of campaign elements
- Presented creative work for all client presentations and fostered positive, proactive relationship between clients and agency

#### **NEON (IPG HEALTH)**

##### **Art Director: November 2019 – January 2020**

- Worked on a product launch of a biosimilar for HCP audience including leading of brand website and core visual aids
- Proactively conceptualized for a brand's new adult indication before ideation was requested of agency and successfully pitched idea to client

##### **Junior Art Director: June 2018 – October 2019**

- Developed a range of creative executions for each project and effectively collaborated with copy partner to ensure that words and image(s) worked together to support concept

#### **INVENIO**

##### **Designer: January 2017 – May 2021**

- Executed print and digital ads, logos, websites, storyboarding of video projects, and campaign planning