



M. HOYLE
DESIGN

MADELINE K. HOYLE

Madeline K. Hoyle is a Cleveland Ohio based freelance designer specializing in product design, graphic design, web development, branding, softgoods, photography, and video production.

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EXPERIENCE

Balance

Chagrin Falls, Ohio
Design Contractor
2012

Assisted in development and prototyping of products for clients. Contributed design concepts for soft products.

Little Tikes

Hudson, Ohio
Prototype Vendor
2011-Present

Softgoods design, patterning and prototyping for internal review and manufacturing.

Intu

Cleveland, Ohio
Design Consultant
2010-2012

Ergonomic research, design, marketing, photography and web design for a new brand of lifestyle products.

Blicksbags

Cleveland, Ohio
Principal, Lead Designer
2009-Present

Original brand of self designed, self manufactured bags and accessories for cycling lifestyle enthusiasts.

Partylite

Plymouth, Massachusetts
Design Intern
Summer 2008

Designed houseware products for new major product line, created product spec. manuals for manufacturing.

Dorel Juvenile

Canton, Massachusetts
Design Intern
Summer 2007

Contributed concepts, illustrations, and technicals for several key brands and product lines.

SKILLS

Software

- Photoshop, Lightroom
- Illustrator, InDesign
- Alias StudioTools, Blender
- HTML, CSS, Javascript, PHP
- Final Cut, Premiere, Reason

Research - market research / ergonomic studies

- Conceptualization - sketching / rendering / technicals / 3D modeling
- Branding - brand identity / logo design / colorways & typography
- Web Development - UX [user interface] / programming / SEO
- Soft Goods - pattern design / prototyping / trending
- Photo & Video - products / events / brand visibility & promotion

EDUCATION

The Cleveland Institute of Art

Cleveland, Ohio
BFA Industrial Design
2005-2009

Art Center College of Design

Pasadena, California
Industrial Design Apprenticeship
2004

Design & Architecture Sr. High

Miami, Florida
Industrial Design
2001-2005

AWARDS & RECOGNITION

- 2012 - Photo series "Encounters" accepted and displayed at Trans Womens Arts Toronto 2012
- 2010 - Collaboration with Dan Cuffaro featured in CIA Faculty Exhibition
- 2008 - Greysmith Scholarship
- 2008 - David Burke Memorial Scholarship in Performance Art
- 2007 - Daimler-Chrysler Corporation Scholarship
- 2007 - Industrial Design Scholarship for Excellence in Automotive Design
- 2006 - Daniel Straffon Memorial Scholarship
- 2005 - Keller-Seibert Scholarship for Excellence in Painting
- 2005 - The Cleveland Institute of Art Portfolio Scholarship
- 2005 - Scholastic Art and Writing Award Gold Key in Industrial Design