



# Madison McClelland

## CONTACT ME

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## EDUCATION

AUG 2021 - Present

**Bachelor of Arts in Digital Arts & Sciences**  
**Minor in Mass Communication Studies**

**University of Florida**  
**GPA 3.85/4.00**

## SOFTWARES

Adobe Suite

- *Photoshop*
- *Illustrator*
- *Premiere Pro*
- *After Effects*
- *InDesign*
- *Dimension*

## SKILLS

Compositing  
Motion Design  
Color Correction  
Graphic Design

## AWARDS & CERTIFICATIONS

*Best Overall Design Award - UF Design-a-Thon 2024*

Microsoft Office Specialist

## INVOLVEMENT

Extreme Dance Company  
Ad Society  
Peer Mentor - BADAS Mentorship Program  
UF Study Abroad - Florence, Italy

## EXPERIENCE

### Extreme Dance Company | UF

Public Relations Chair 2023 - Present

- Manage social media platforms, including Instagram and Facebook.
- Communicate with videographers, photographers, and other companies to capture the company showcase and create merchandise.
- Design social media graphics, show designs, and slideshows.

### Chompics Productions | UF

Chief Editor 2024

- Worked on an episode of the organization's annual web series.
- Collaborated with an Assistant Editor to receive footage and met with the Director and Executive Producers weekly to show progress and critique work.
- Edited episode in Premiere Pro and followed guides of pacing and inspiration to maintain consistency among episodes.

### BFA Showcase | UF

Digital Media Designer 2024

- Worked through the School of Theatre and Dance for their "Spring into Dance" showcase.
- Collaborated with a small team and choreographers to bring visions to life through projection designs and other digital components like a website.
- Utilized After Effects, Premiere Pro, and Wix to provide digital components.

### Digital Arts & Sciences Mentorship Program | UF

Secretary 2023 - Present

- Keep a record of documents and minutes for officer meetings as well as update the points tracking sheet.
- Organize the Google Drive and know the history of the organization.

Social Media Manager

2022 - 2023

- Create and maintain a social media presence through graphics, videos, animations, and other media for the club.
- Use graphic design and branding to keep a consistent look and stream of information for members and the DAS program.

## PROJECTS

### Digital Worlds Instructional 360 Video | UF

Production Team 2023

- Worked alongside a 7 member team to plan and produce an instructional video for students looking to book rooms and use equipment.
- Planned, designed, acted, and edited for the videos.
- Utilized a 360 camera as a hub and a host website as a "choose your adventure" like interactive video.

### EcoQuest | UF Design-a-Thon

Designer 2024

- Worked alongside a partner to create an app from scratch in 24 hours.
- Developed the app using Figma for UI/UX design, and Illustrator and After Effects for additional materials.
- Created and edited promotional materials on DevPost for submission.