



madsen schmitz

Designer | New York - NY | madson.schmitz@gmail.com

// Summary

Highly skilled Creative Director with 15+ years of experience leading design and production teams. Expert in storytelling and strengthening brand identity through spatial and visual design. Strong ability to collaborate, influence, and manage teams while navigating organizational complexities. A thought leader both inside and outside of organizations with a proven track record of developing strategies, exceeding expectations, and building world-class design teams.

// Work Experience

DESIGN & CONSULTING | Freelance work

Jan/11 – Current

Devised solutions in interior, industrial, and graphic design around the globe. Highlights include:

- / Design of visual merchandising, commercial and residential environments, activations, and fixtures.
- / Development of visual identity systems for startup brands and special events.
- / Re-design of the quarterly magazine Visão APSEF.
- / Creation of the brand Synapse Product Design and its exclusive line of light fixtures.

DESIGN DIRECTOR | VMP - Visual Marketing Partners

New York, NY | April/17 – April/18

Visual Marketing Partners is an agency specializing in luxury brands in the fashion, cosmetics, and food industries.

- / Seamlessly accomplished the requested shift from in-house to outsourced production.
- / Reduced vendor charges by up to 70% by cost-engineering concepts and improving project output standards.
- / Streamlined the department's workflow and organization, nurturing individual strengths and reducing mistakes.
- / Implemented company-client communication tools, enhancing briefing, revision, and approval stages.

DIRECTOR OF DESIGN AND FABRICATION | Primary Color Systems, Inc

Costa Mesa, CA | Dec/12 – Jul/15

Primary Color is a global supplier of custom designs, printing, and manufacturing solutions for retailers and exhibits.

- / Started the Design and Fabrication division, surpassing the 1st year's projected revenue and doubling it annually.
- / Hired, trained, monitored, and led cross-functional multicultural teams globally.
- / Coordinated tests, fabrication, and installations worldwide, aligning in-house and sourced production.
- / Formulated reliable budgeting and estimating systems for custom projects.

DESIGN AND DRAFTING DEPARTMENT MANAGER | Super Color Digital, L.L.C.

Irvine, CA | May/06 – Jan/11

Super Color Digital is a leading visual solutions provider offering design, large-format printing, and fabrication.

- / Transformed the initial stand-alone draftsman position into a multi-talented 3-person design department.
- / Completed approximately 500 sold projects per year, in addition to unsold concepts.
- / Designed a proprietary connector set, reducing labor costs by up to 50% on lightweight metal tube structures.
- / Recruited, trained, and managed designers and interns.

// Notable Accomplishments

- / Started the Design and Fabrication division at Primary Color Systems and led it through its quick and solid growth.
- / Built reliable worldwide networks of specialized material and outsourced service suppliers.
- / Optimized design and production processes, significantly reducing costs and errors.
- / Won the 2014 EXHIBITOR Magazine Annual Portable/Modular Award for Best Tension Fabric Booth.

// Skills & Experience

INDUSTRY-SPECIFIC

- DISPLAYS / Visual merchandising, fixtures, POS, seasonal installations, and short-term use items.
- ENVIRONMENTS / Activations, exhibit booths, pop-up setups, stores, kiosks, counters, and events.
- COLLATERAL / Graphics, campaign rollouts, material localization/adaptation, and templates.
- PRESENTATIONS / Concept engagement, 3D renderings, setup instructions, catalogs, and publications.
- DOCUMENTATION / Drafting, 3D models, renderings, digital twins, shop drawings, site surveys, and archiving.
- PRODUCTION / Materials, finishes, manufacturing processes, CNC, millwork, pre-press, and printing.
- OTHER / UI/UX, visual identities, residences, furniture, consumer goods, structures, and props.

SOFTWARE AND ELECTRONICS

- 3D / AutoCAD, SketchUp, SolidWorks, 3DS Max, Keyshot, V-Ray.
- GRAPHICS / Illustrator, Photoshop, InDesign, Premiere, After Effects.
- MICROSOFT SUITE / Word, Excel, PowerPoint, Outlook, and Access databases.
- VIDEO & PHOTO / DSLR cameras, projection, and lighting equipment.
- ELECTRONICS / IoT, light boxes, Arduino, and DMX microcontrollers.
- WEB / Dreamweaver, HTML, CSS, and JavaScript.

PERSONAL ABILITIES

- / Natural at balancing creativity and technical requirements.
- / Self-starter, hands-on, and positive. Able to multitask and work well under pressure.
- / Experienced in managing cross-functional teams worldwide, in-person, and remotely.
- / Well-developed leadership, interpersonal, and communication skills.
- / Efficient at promoting team integration, nurturing talents, and problem-solving.
- / Curious for emerging technologies, with a knack for modularity, eco-consciousness, and cost engineering.
- / Expert in production-aware and logistics-smart design, critical thinking, estimating, and budget compliance.
- / Well-qualified in project management, vendor relations, purchasing, scheduling, and deadline adherence.
- / Fluent in English, Spanish, Italian, and Portuguese. Basic level French, currently.

// Education

B.S. INDUSTRIAL & INTERIOR DESIGN

UnB – UNIVERSITY OF BRASILIA | *Brasilia, DF – Brazil* | **2000–2004**

B.F.A. GRAPHIC DESIGN

UnB – UNIVERSITY OF BRASILIA | *Brasilia, DF – Brazil* | **2000–2004**

// Links

- WEBSITE / MadsonSchmitz.com
- PORTFOLIO / MadsonSchmitz.com/files/MSportfolio-VMb.pdf
- LINKEDIN / linkedin.com/in/MadsonSchmitz