

Tobi Madison Edwards

Designer & Illustrator

Contact

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Montague, NJ 07827
(Relocating to Montclair Area, NJ)

About

Designer and illustrator who creates artwork for museums, boutiques, and organizations. Skilled in illustration, storytelling, and physical and digital design. Has a personal practice focused on fine arts, sculpture and embroidery. Values education and creative development.

Experience

Independent Designer & Illustrator

2020–Present

Freelance Creative Practice | Montague, NJ

Independently create for cultural organizations, boutiques, and businesses through illustration, branding, merchandise, signage, print, and motion. Build lasting relationships with repeat clients.

- Develop original illustrations and promotional materials, such as postcards, posters, and social media assets, that align with client goals and event themes to encourage community engagement.
- Translate brand aesthetics into surface design patterns for fabric accessories, developing cohesive color palettes and production-ready artwork for retail collections.
- Create animated visuals. Adapt compositions and formats for platform-specific requirements across social media and large-scale projections.

Creative Coordinator & Designer

2023–2026

Bethel Woods Center | Bethel, NY

Created designs for exhibits, educational programs, fundraising initiatives, and live events. Collaborated with curatorial, development, marketing, and operations teams by utilizing different branding colors and imagery.

- Led art direction for the annual *Backstage Dinner* gala that exceeded goal of \$1M. Developed a pattern to be applied across print and digital invitations, programs, signage, and décor.
- Partnered with the curator on exhibition graphics, printing, and installation while completing the project ahead of schedule for the museum's *How Bazaar* special exhibit.
- Built the Photography student photobook, creating a resource for participant portfolios that increased donor outreach and contributed to program funding.
- Produced motion graphics for pre-concert screens to promote museum programs, artist information, sponsors, and announcements.

Graphic Designer

2021–2023

Interplay Couture | Newton, NJ

Served as the boutique's primary designer. Designed marketing campaigns, editorial pages, and merchandising while valuing its brand identity and responding to clientele preferences.

- Increased customer foot traffic by creating brochures, email campaigns, and social media content to promote collections, sales, and store events.
- Collaborated on the creative direction for the *It's a Spring Thing* campaign. Reached new demographics through designing brochures, magazine publications, and Instagram posts.
- Curated store layout by rotating mannequin outfits, product displays, and signage.

Art Instructor

2019–2020

Governor Paterson Towers | Paterson, NJ

Planned and taught group painting classes focused on building foundational art skills and confidence in creative abilities. Enhanced students' individual styles while working toward the exhibition date.

- Taught painting through perspective, composition, color theory, and acrylic painting methods. Provided live demonstrations and circulated during classes to offer guidance and support.
- Explained the creative process from selecting reference photos of their choice for inspiration through sketching, painting, and signing finished artwork.
- Developed lesson plans. Adapted instructions and timelines for different skill levels.

Education

Bachelor of Fine Arts:

Graphic & Interactive Design

William Paterson University
Wayne, NJ | 2021

Skills

Adobe Creative Suite | Art Direction & Instruction | Fine Arts
Typography | Editorial & Publication | Creative Problem Solving
Animation | Project Management | Color Theory | Art Composition
Signage & Wayfinding | Exhibition & Experiential