

MADIGAN J. REILLY

"Visual strategy & design that works **better**"

Entrepreneur
Digital Photographer
Photoshop Wizard
Graphic Designer
CG Illustrator
Closet Writer



SERVING

Calgary (AB) | Victoria (BC) | Los Angeles (CA)

WEBSITE

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FROM 2009 TO PRESENT

AWARDS

Daily Deviation ❖
(DeviantArt.com)
2010-01-26

Contessa 22s: ❖
AlbertaCategory: Top 10
L'Oreal Colour Trophy 2011 ❖
* Finalist

SHOWCASED

FUZE @Millenium Park ❖
Model Republik Party ❖
TedxCalgary 2010 ❖
Pagoda Magazine 2011 ❖

MISC.

Femme 2010 ❖
Artbook/Fundraiser
by OF STORMS &
women of Calgary

Interviewed by Lenar ❖
(BC-Based Blog)

I have freelanced F/T under the studio name 'OF STORMS'.

PROJECTS INCLUDED :

Promotional Photography | Press Kits | CD EP/LP Design | Poster
Design | Myspace Design | Visual Consultation | Photo-Retouching
| Gig Photography

AS SEEN :

Veela (musician), Marlee (dj), DeFunk (dj), Amanda LeKlassen (musician), Justin
Khuong (musician), Shortfuse Promotions (producer/manager), Firoz (boutique), Jillian
Walker (HR specialist ; graduate ; social media vixen)

Competition Photography & Lighting | Set/Design Consultation |
Photo-Editing ; Hair/Make-up | Promotional Photography - Salons

AS SEEN:

L'oreal Colour Trophy 2010 /w Justin Rizzuto (Angles, Calgary)
Contessa 22 Hair Competition /w Jason Mellor (Curious, Calgary)
In Pagoda magazine (Calgary) /w Jason Mellor & J Beverly Hills Campaign
Pink Lime Salon & Spa (Downtown, Calgary)

Event Photography

AS SEEN:

ArtAwareness X ; ACAD Fashion/Runway
TedxCalgary booth/Student interaction @ UofC (Feat. on website + @event 2010)
"The Cove" Fundraiser @ Plaza Theatre (Calgary)
Wedding + Reception for Mr. & Mrs. Gardecki 2010 @ Brooks, Alberta



FROM 2009 TO PRESENT (continued ...)

KEY COMPETENCIES

Visual Strategy
Visual Design
Methodical Creativity
Efficacious Artistry
Proactive Learning
Forward Thinking
Concept Creation
Concept Realization

Web/Blog Design | Consultation

AS SEEN:

Organic Orange TKO (commercial product), Dr. Collins Meek (blogger), Iryna Ugryn (fashion blogger)

Head-shots | Portraits | Portfolio building

AS SEEN:

Countless professional & amateur models/actors/actresses in Alberta, British Columbia, and California. Notably : Beatrix Mae, Marla Singer, Rex Cable (Mr. Alt Calgary), Twyla Hayes, Anastasia.



BEFORE 'OF STORMS' 2004 - 2008

DURING THIS TIME

Accepted private commissions
in art, design, and photography

FACTUAL TIDBITS

The name "OF STORMS" was ❖
originally a story title,
conceived in 2005

The first website I ever built was ❖
for my high school library.

I spent a month of hands-on learning ❖
shingling the roof and painting an entire
house in Northmount, Calgary.

I once sculpted styrofoam ❖
professionally in a studio.

I volunteered as an assistant ❖
maintenance worker in a hospital -
replacing lights, fixing doors, etc.

I dabbled in a bit of everything - restlessly seeking the reward that eventually came from working for myself.

> **Executive Assistant** to Director of Operations ; Health Resource Center (Calgary)

KEY ACCOMPLISHMENTS:

- ▲ Collected, Categorized, Re-structured, re-designed, and standardized the entire catalogue of medical/patient/doctor/support/maintenance/legal forms ; totalling 1,000 +
- * Implemented & structured digital access of the catalogue to the entire facility
- ▲ Updated, Structured, and standardized the WHIMS system & reference material

> **Administrative Assistant**, Department of Civil Engineering; University of Calgary

KEY ACCOMPLISHMENTS:

- ▲ Studied program 'Peoplesoft' ; managed e-procurement, administrative & student payroll, faculty mail, and half-a-dozen list-servers. * Managed all keys for Civil Engineering

> **Senior Associate**, EB Games ; Beacon Hill (Calgary)

KEY ACCOMPLISHMENTS:

- ▲ One of three who entirely set-up, merchandised, and opened the new store.
- ▲ Created "Princess Peach" Costume ; worn during SuperSmashBros Brawl (wii) & MarioKart (wii) release

> **Night-time Merchandiser** 'Boys World' ; Toys 'R' Us (Calgary)

KEY ACCOMPLISHMENTS:

- ▲ Re-designed the entire 'Boys World' merchandising, over a series of months; increased sales, customer satisfaction and overall visual appeal as a result
- ▲ Assisted in the re-design of temporary store layouts during renovations.

> **Door-to-Door Sales Associate** ; Kirby Vacuums (Calgary)

KEY ACCOMPLISHMENTS:

- ▲ "Ice-breaker" Award ; First in my wave of hire-es to make a sale.

> **Warehouse Labourer** ; Matrix Logistics & Transcontinental (Calgary)

KEY ACCOMPLISHMENTS:

- ▲ Demonstrated supreme mental resilience against apathy, ambiguity, and melodrama.