



Madeline Silber

maddy@msilberdesign.com

msilberdesign.com

917 796 3832

Graphic Design

M Silber Design, Owner, Oneonta, NY

2015–present

Run all aspects of design studio, from marketing to initial client contact, through creation of files for print and web, and overseeing printing when necessary. Focus is on branding/identity and logo design for new businesses and rebranding for existing businesses. Other projects include: resume design, business cards and letterhead, posters, print and digital ads, bookmarks, tote bags, rack cards, brochures and template based websites. Create invoices, estimate/contracts, new client questionnaires, and style guides for use with clients. Design portfolio and e commerce websites in Squarespace. Maintain Facebook and Instagram pages for M Silber Design. Proficient in Adobe Illustrator, InDesign, and Photoshop. Developing Adobe Animate and After Effects. A sample of clients include: Green Toad Bookstore, Huntington Memorial Library, The Arc Otsego for The Otsego ReUse Center and Creekside Industries, City of the Hills Festival, Silver Hammer Restoration, Damascene Book Cellar at SUNY Oneonta, Village Library of Cooperstown, Avery Burdick Stable, LLC, Old New York Fiber Mill, Bechtold Photography, e commerce website for Wolf Wilde Goldsmith.

Visual Branding Consultant, SBDC (Small Business Development Center), SUNY RF, NY

4/2022–10/2022

Created branding for a variety of small businesses. Worked collaboratively with SBDC advisors and clients through several rounds of revisions. Devised google form client questionnaire. Created comprehensive branding package for each client including: Primary and alternate logos, favicon for website, Style Guide with fonts, colors, accent colors, proper usage, etc.

Teaching Experience

2014–present

Adjunct Associate Professor of Fine Art, Art Department SUNY Oneonta, Oneonta, NY Teach Drawing 1, 2, 3,4 and Intro to Graphics & Imaging. Previous teaching includes: Hartwick College, Oneonta, NY, The Arts Center at The 92nd St. Y, NYC, College of New Rochelle, NY, Marymount Manhattan, NY.

Madeline Silber Visual Art Studio

1994–Present

Create, exhibit and market my own artwork. Solo exhibitions include: Heather Marx Gallery, San Francisco, Thomas Barry Fine Arts, Minneapolis, MN, Hudson D. Walker Gallery, Provincetown, MA. Group exhibitions include; Allan Stone Gallery, NYC, Denise Bibro Gallery, NYC, Kenise Barnes Fine Art, Larchmont, NY, Munson Williams Proctor Art Institute, Utica, NY, Everson Museum, Syracuse, NY, Gallery Pierre Nouvison, Monaco, Galerie Sfeir Semler, Keil, Germany. Residencies



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include: Yaddo, Millay Colony for the Arts, Fine Arts Work Center in Provincetown. My work is in the permanent collection of the Munson Williams Proctor Institute Museum of Art, Utica, NY and was featured in an online interview by Crystal Sarakas on Behind the Art on WSKG.ORG.

Grants/Workshops/Conferences/Lectures

2022 WBE (Woman Business Enterprise) Certification through New York State
2023,19-17 Typographics conference, Cooper Union, NYC
2018 Microenterprise Grant for M Silber Design through the city of Oneonta, NY
2017 Taught branding segment of Entrepreneur Workshop Series, HML, Oneonta, NY
2017 Small Business Training Program hosted by SBDC at Binghamton University
2017 CADE Small Business Planning Series, Delhi, NY
2017 Visiting Design Lecture, Visual Communication and Technology Program, BOCES, Grand Gorge, NY
2017 Guest on WIOX Radio Show *Form and Function* with John Virga
2016 NYFA Artist as Entrepreneur Boot Camp, Roxbury Arts Group, NY
2003, 02, 01 Special Opportunity Stipend, New York Foundation for the Arts

Volunteer Organizations

City of the Hills Marketing Committee, Oneonta, NY
Art Ministry Committee, First Methodist Church Art Program, Oneonta, NY
Graphic Design Advisory Committee, Visual Arts and Technology Program, BOCES, Grand Gorge, NY
Friends of the Village Library of Cooperstown Programs Board
Destination Oneonta Design Committee

Memberships

AIGA Upstate
Otsego County Chamber of Commerce
Destination Oneonta

Education

M.F.A., Painting, MICA, Mount Royal Graduate School of Art, Baltimore, MD
B.A., Fine Arts/Literature, Sarah Lawrence College, Bronxville, NY

Recent courses taken at SUNY Oneonta: Workshop in Graphic Design History, Computer Art 101, Graphic Design, Advanced Graphic Design, Typography, Serigraphy, BOPL (best practices online)