

Madison Strakele

Education

Master of Architecture 2017 – 2019
University of Michigan Ann Arbor, MI

Bachelor of Science in Design, Architectural Studies 2011 – 2015
Arizona State University Tempe, AZ

Experience

Senior Designer, Project Manager 2022 – 2024
Ringo Studio Brooklyn, NY

Managed design projects from concept to completion, ensuring budgets, schedules, and quality standards were met. Led client presentations and implemented process improvements to boost efficiency and project results.

Design & Branding Consultant 2022 – 2024
Freelance Remote

Collaborated with clients to develop cohesive brand strategies, enhancing their market presence and operational efficiency with social media management, product packaging, web design, and streamlined business operations.

Architectural Designer 2021 – 2022
Studio Superette New York, NY

Directed nationwide retail rollouts, secured building permits, and ensured regulatory compliance. Conducted site visits for measurements, documented challenges, and used Revit for streamlined drawing sets.

Associate (promoted from Intern) 2014 – 2016
Multistudio Phoenix, AZ

Assisted with graphic design and renderings, managed RFIs and submittals, and conducted site visits. Produced accurate CAD drawings for mock-ups and design adjustments, supporting effective project execution.

Exhibitions

Model-Homes 2018
Architectures by Proxy
University of Michigan

Noodle 2017
Main Street Prototyping Festival
Mesa Arts Center

Awards

Top 50 Architects and Designers 2023
Awarded to Ringo Studio (as a team member)
AN Interior

'Best of Year' in Retail, Honoree 2023
Project: Our Place
Interior Design Magazine

Software

Rhino
Enscape
InDesign
Photoshop
Acrobat
Illustrator
SketchUp Pro
AutoCAD
Revit
Bluebeam

Skills

RFPs & New Client Acquisition
Site Visits & Travel
Accessibility Codes
Building Applications & Permits
CDs & Drawing Schedules
On-boarding & Management
Client Meetings & Presentations
FF&E Sourcing & Procurement
Project Budgeting
Construction Administration

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Recent Work

SAMA Dental/Wellness 1,500 SF	2023 – 2024 New York, NY \$480,000
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Easyplant Retail 1,500 SF	2024 New York, NY \$560,000
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Spotless Client Acquisition 500 SF	2024 New York, NY \$270,000
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Relative Space Showroom 5,600 SF	2022 – 2024 Toronto, ON, CA \$650,000
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Sephora Set Design 100 SF	2024 New York, NY \$30,000
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Venus et Fleur Retail 500 SF	2023 – 2024 Houston, TX \$130,000
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Our Place Retail Rollout 1,500 – 3,000 SF	2022– 2023 Los Angeles, CA \$250,000+
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Bala Retail 1,500 SF	2022 New York, NY \$150,000
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Funny Face Bakery Food & Beverage 250 SF	2022 New York, NY \$30,000
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Nike Retail Rollout 5,000 – 7,000 SF	2021 – 2022 North America \$800,000+
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plus many more!

Summary

Retail design specialist with extensive experience in graphic design, branding, and visual merchandising. Proficient in managing multiple projects simultaneously and collaborating with cross-functional teams to deliver high-quality, innovative retail spaces. Skilled in creating impactful in-store visuals, campaign collateral, and comprehensive design solutions from conceptualization to execution.

Key Responsibilities

- Design and render retail spaces, including in-store visuals and campaign collateral.
- Manage real estate leasing, due diligence, and budgeting.
- Develop schematic feasibilities, layouts, and presentation materials.
- Coordinate with clients, contractors, architects, engineers, and consultants.
- Review shop drawings, conduct site surveys, and address construction issues.
- Oversee vendor contracts, billing, and financial closeouts.
- Collaborate with creative, retail, and marketing teams to ensure brand aesthetic.
- Manage permitting processes and communicate with landlords and internal teams.
- Mentor junior team members and coordinate design activities.
- Work with high-quality materials, finishes, furniture, and fixtures.

Qualifications

- Over 5 years of professional experience in architecture, with 3 years in retail and interior design.
- Proficient in Rhino, Enscape, and Adobe Creative Suite.
- Knowledge of materials, construction techniques, building codes, and architectural standards.