

Maddy Bruster

b. 07.22.1997 Austin, TX; lives and works in Brooklyn, NY
2017–2020 BFA in Graphic Design at the Pratt Institute

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Maddy Bruster is a writer and graphic designer living in New York City. She has worked as an art director, front-end developer, copywriter, and graphic designer with organizations of various sizes.

Since 2020 she has run an evolving independent design practice, IT HAS TO BE REAL, operating as an LLC in NYC. IHTBR collaborates with design and architecture studios, small businesses, startups, cultural institutions, and individuals to realize ideas across printed and digital matter. From 2020–2022 she held various design and web development roles at Partner & Partners in NYC.

She has written for AIGA's Eye on Design, The Creative Independent, Dimepiece, New York Review of Architecture, and other publications.

Work Experience

2020 – Current	IT HAS TO BE REAL LLC, Brooklyn, NY Owner & designer, independent design, art direction, and web development practice operating in New York City.
2020 – 2023	Partner & Partners, New York, NY Web developer, graphic designer, copywriter Partner & Partners is a worker-owned design practice focusing on print, exhibition, interactive, and identity work with clients and collaborators in art, architecture, government, and activism.

Creative Services	graphic design web development creative direction information architecture identity design copywriting	UX design web design dev management project management content development content strategy
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Clients	Clients across the fields of art, architecture, government and technology include the AI Now Institute, Jain Family Institute, Van Alen Institute, The University of Texas at Austin, Final Draft, Mailchimp, and Taylor & Francis.
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Education	
2017 – 2020	BFA Graphic Design with Highest Honors, Pratt Institute
2015 – 2017	Coursework, School of Architecture, Texas A&M University

Scholarships	National Merit Scholar, 2015
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Teaching	
2025 – Current	Pratt Institute, Communications Design, School of Design

Publications	
2026	<i>The End</i> magazine, Issue 5 “Shame” (forthcoming)
2024	<i>The Creative Independent</i> , An Interview with Sara Levine
2024	<i>Dimepiece</i> magazine, on the Swatch .beat watch
2023	<i>New York Review of Architecture</i> , Deserts Are Not Empty, GSAPP
2022	AIGA Eye on Design, on <i>The Fence</i> magazine