

Madeline Farrell

User Experience & Product Designer

Contact

Email: Maddiefarrell7@gmail.com

Portfolio: Madelinefarrell.com

LinkedIn: /in/madeline-farrell7

Phone Number: (612)-708-8695

Education

Arizona State University
Fulton Schools of Engineering

B.S. Graphic Information
Technology (May 2021)

GPA: 3.9

Skills

Design Software

Adobe Photoshop

Adobe Illustrator

Adonbe InDesign

InVision

Sketch

Adobe XD

UX Methods

User Research

User Testing

Wireframing

Prototyping

Persona

Storyboarding

Comparative Analysis

Programming

HTML

CSS

Javascript

Python

Experience

Blizzard Entertainment

UX Design Intern | Irvine, CA

Summer 2020

- Designed and shipped new conference room discovery and people locator interfaces for their conference room display applications.
- Led and drove user research and testing to validate designs and test product usage through various user flows.
- Iteratively revised and enhanced designs based on user research, stakeholder feedback, technical input, and product decisions.
- Researched, pitched, and designed a new check-in and book now interface to maximize room utilization and reduce room search time across employees.

Lorro

Product Design Intern | Palo Alto, CA

Summer 2019

- Designed the POS referrals and web analytics application interfaces through ideation, wireframing, and prototyping
- Defined the product and design strategy through user research interviews, competitor analysis, and user testing
- Led and conducted the company's user research and testing that expanded our understanding of the users

The Walt Disney Company

Disney College Intern | Orlando, FL

Spring 2019

- Created excellent guest service and experiences for hundreds of people as a frontline cast member in a Fortune 100 company.
- Gained the opportunity to learn and acquire skills in problem solving, selling and planning processes, and improve my persuasive skills, and effective communication.

Functional Lifestyles

Graphic Designer | Palo Alto, CA

Winter 2018

- Leading and instructing the design team to enhance content strategy and design of their digital marketing campaigns to drive customer growth.

SF Fashion International

Graphic Design Intern | San Francisco, CA

Fall 2018

- Responsible for creating 8-poster system distributed via social media and email to market upcoming events and appearances in San Francisco.
- Collaborated directly with founder to ensure marketing strategy and design were aligned.

Shoreline Support Services

Web & Graphic Designer | Minneapolis, MN

Summer 2018

- Led content strategy and design for the company's marketing website that impacted outreach by increasing client acquisition by 20+ people in a couple of months.
- Developed and designed brochure system distributed to over 15 county disability units in the state of Minnesota, allowing families and guardians of people with disabilities to acquire critical information on available support services.

Projects

Evolve

Evolve uses AI to understand our users strength-training ability, studies their past workouts, and adapts to their workout settings. Led the application, branding, and logo design and drove the user research.

UMentor

Designed an experience that allows mentors and mentees to discover each other. Conducted user research, created sketches and wireframes, and designed high-fidelity mockups for my final design solution.