

Madeline Farrell

UX, UI, & Graphic Designer

Contact

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Education

Arizona State University
Fultons Schools of Engineering

B.S. Graphic Information Technology (2018 - Present)

GPA: 4.0

Skills

Design Software

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

InVision

Sketch

Adobe Xd

UX Methods

User Research

User Testing

Wireframing

Prototyping

Persona

Storyboarding

Comparative Analysis

Programming Languages

HTML

CSS

Javascript

Python

Experience

Pathrise

Design Fellow | *Summer 2019*

- Accepted an offer to the Pathrise Fellowship Program

Disney College Program Intern | *Spring 2019*

- Created excellent guest experience as a front line cast member in a Fortune 100 company.
- Gained the opportunity to learn and gain skills in problem-solving, selling and planning processes, and improve my persuasive skills and effective communication.

Graphic Design Intern | *Winter 2019 - Present*

- Designed holiday cards to connect and create partnerships with organizations that supports the transition to a sustainable fashion industry
- Constructed posters to advertise the organization's appearance at the Earth Day SF 2019 event

Co-Founder & Developer | *Fall 2018*

- Led an initiative to offer personal portfolio websites to students in exchange for donations towards education-oriented charitable ventures of their choice

Web & Graphic Designer | *Summer 2018*

- Designed and created a website to drive incremental customer acquisitions and increase outreach.
- Developed extensive brochures allowing customers to attain detailed information on the support services offered.

Personal Stylist Intern | *Winter & Summer 2018*

- Designed outfits for clients by interfacing personal fashion, style, fit, budget, and color harmony. Improved marketing and outreach by creating blog posts and newsletters

Freelance Web Developer | *Summer 2017*

- Designed, developed, and delivered a website allowing current and potential clients to acquire information on available services

Projects

Audible Redesign

A redesign of the Audible mobile app to improve its usability. Created wireframes and interactive prototypes and performed user research and usability testing.

Spotify Redesign

A redesign of the Spotify iPad app to integrate a new swipe feature for genre and album discovery. Designed wireframes and interactive prototypes.

Future.EDU

An educational web platform allowing instructors to integrate practical MOOCs into their core curriculum. Designed and iterated wireframes and prototypes.

Gather

A self-initiated project which created a mobile app for organizing and tracking events and meetups. Performed customer discovery and user research and created personas, a user journey map, wireframes, and interactive prototypes