

Madeline Farrell

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Education

B.S. Graphic Informational Technology, Arizona State University

Aug 2018 – Present

Experience

Shoreline Support Services – Freelance Web and Graphic Designer

Summer 2018

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

Laurie Harden – Personal Stylist Intern

Jan 2018 – August 2018

- Improved marketing & outreach by writing blog posts and newsletters on fashion trends, products, & promotions.
- Drafted and composed email campaigns to capture new clients by increasing outreach, this increasing sales.
- Designed outfits for clients by interfacing personal fashion, style, fit, budget, and color harmony.
- Drafted and organized looks-books containing all combinations of potential outfits in the client's wardrobe to optimize time taken per outfit decision.

Schreiner's iPhone Repair – Freelance Website Developer

Summer 2017

- Constructed a detailed website that allows current and potential clients to gain information on the services that are provided.
- Designed the website to captivate clients using a colorful and modern composition to create an appealing and welcoming feel.

Projects

Gather – UI/UX Design

- Gather is a mobile app that provides an effortless and straightforward system that allows you to track the current location and estimated time of arrival of the attendees to a scheduled event.
- Created and designed a prototype of the app that allows users to simply navigate through the product and clearly understand the content of the app.
- Conducted user research through user interviews to acquire a better understanding of the users' problems and needs.

Espressoify – UI/UX Design

- Espressoify is an app that allows users to start their espresso machine through a mobile app and alerts them when it's ready.
- Designed an elegant and frictionless application that is easy to navigate and only requires simple tasks, with a fun and creative design.

Campus Involvement

- **User Experience Design Club** - Acquired knowledge of best industry design practices and experience working with popular software used in UX.
- **Enactus** - Collaborated with students and professors to establish a more sustainable world through designing and implementing community outreach projects.
- **Investment Club** - Acquired opportunities to learn first-hand about investing and explore the field of finance and investments.

Additional Skills

- Web Development - HTML, CSS and JavaScript
- Adobe Photoshop & Illustrator
- Sketch & inVision
- Organizational Skills, Time Management, & Teamwork