Madeline Farrell
User Experience & Product Designer

Contact

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Education

Arizona State University
Fulton Schools of Engineering

B.S. Graphic Information Technology (Dec 2020)

GPA: 4.0

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 Languages

HTML
CSS
Javascript
Python

Experience

Lorro

Product Design Intern | *Summer 2019 - Present*
- 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 | *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 | *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 | *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 | *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.

Schriener's iPhone Repair

Freelance Web Developer | *Summer 2017*
- Led the discovery, ideation, implementation and maintenance of all digital content for the company website.
- Developed and designed the company website that resulted in 20% increase in customer acquisition.

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.

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.