Madeline Farrell

Portfolio: Madelinefarrell.com
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Education

B.S. Graphic Informational Technology, *Arizona State University*   Aug 2018 – Present
GPA: 4.0

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*   Winter & Summer 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, thus increasing sales
- Designed outfits for clients by interfacing personal fashion, style, fit, budget, and color harmony
- Drafted and organized look-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 allowing current and potential clients to gain information on available services
- Designed the website to captivate clients using a colorful and modern composition to create an appealing and welcoming feel

Projects   *Check out madelinefarrell.com for more projects and details*

Gather – *UI/UX Design*
- Mobile application designed to provide an intuitive and holistic picture of event attendees' ETA and location
- 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 and iterated on the feedback

Zillow Redesign – *UI/UX Design*
- A redesign of the Zillow mobile application
- Facilitated a more engaging and seamless experience when it comes to exploring housing options and locations
- Designed a more personable and intuitive user interface to provide a great user experience

Espressofy – *UI/UX Design*
- Mobile application designed to provide users with wireless control of their espresso machine
- Designed a feature rich and frictionless application with simplicity at the core of the design

Skills

Design Software: Adobe Photoshop, Adobe Illustrator, Sketch, inVision, & Adobe Xd
Interactions: User Research, Wireframing, Prototyping, & User Testing
Programming Languages: HTML, CSS, & JavaScript

Campus Involvement

User Experience Design Club - Acquired knowledge of best industry design practices and experience working with popular software used in UX

Investment Club - Acquired opportunities to learn first-hand about investing and explore the field of finance and investments