**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**

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**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.

**Espressofy –** *UI/UX Design*

* Espressofy 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