**Madeline Farrell**

Portfolio: Madelinefarrell.com

madddiefarrell7@gmail.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, 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 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