**Madeline Farrell**

Portfolio: Madelinefarrell.com

madddiefarrell7@gmail.com

LinkedIn: /in/madeline-farrell7

**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 available services
* 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: a mobile application which provides 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

**Espressofy –** *UI/UX Design*

* Espressofy: a mobile app which gives users wireless control of their espresso machine
* 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