MADISON YOCUM
PRODUCT DESIGNER & ENTREPRENEUR

Currently searching for remote freelance opportunities, product design and startup positions.

M

WORK EXPERIENCE

Product Designer
ReadMe | San Francisco, CA | March 2018 - Present

Working as a product designer and growth strategist at ReadMe.io, a startup and Y-Combinator 2015 batch based in San Francisco. Working with developers, growth / product managers, and designers to further innovate on the products of ReadMe. Also, learning the strategies of running a functional business, raising funding and product lifecycles.

Experience Design Intern
Flickr | San Francisco, CA | Summer 2017

Worked in collaboration with the design and development teams on various Flickr products. Responsible for the redesign of Flickr's Chrome Tab and iMessage Extensions by creating product concepts and research, user flows, wireframes, and visual designs for features of the experiences.

Co-Founder & Product Lead
Udio Ventures | Oct. 2017 - Present

A startup studio and design agency, Udio Ventures, works with serial entrepreneurs and new funded startups to build an initial MVP. Working as the core product manager to lead our team and create an MVP that is user and business focused, then user-tested and iterated on.

Co-Founder & CDO
Ripple Platform | Nov. 2016 - Jan. 2018

Ripple is a online platform and community where freelancers can obtain a consistent income by collaborating with other freelancers and creating virtual agencies. As a co-founder, I work to continuously refine our business concept and model, manage and lead other team members, pitch to potential investors, and conduct user research. Also, responsible for creating the overall product design and development.

PORTFOLIO

madisonyocum.com
dribbble.com/madisonyocum
behance.net/madisonyocum

CONTACT

madisonyocum@gmail.com
570.898.3124

EDUCATION

Rochester Institute of Technology
BFA New Media Design / May 2019
Minor in Marketing
Minor in Advertising & Public Relations

SKILLS

UX / UI Design	Prototyping / Iteration
Visual Design	Wireframing
Illustration	Entrepreneurship
Motion Graphics	Project Management

PROGRAMS & LANGUAGES

Adobe Suite
Sketch
Invision / Marvel / Framer / Principle
HTML / CSS / Javascript
Business Model Canvas

AWARDS & LEADERSHIP

Adobe Design Awards - **Semifinalist 3x**
RIT College Activities Board - **Creative Director**
RIT IGME Department - **Teaching Assistant**