MADISON YOCUM

INTERACTION DESIGNER & ENTREPRENEUR

Focusing on product design and entrepreneurship.
Currently searching for remote freelance opportunities
and any other design, product and startup positions.

WORK EXPERIENCE

Product Designer

ReadMe | San Francisco, CA | Winter 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 lifecycle.

Design Intern

Flickr / YAHOO | 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 & CDO

Ripple | rippleplatform.io | Nov. 2016 - Present

Ripple is an 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, and pitch our business to potential investors, and conduct user research. Also, I am responsible for creating the overall product design and development. I ensure problems have effective solutions that satisfy users needs, and design the user interface and experience while creating an overall brand.

Co-Founder & Product Lead

Udio Ventures | Oct. 2017 - Present

Currently an in progress startup idea and company, Udio, a product design and venture production studio that focuses on innovative and new startups furthering their product, and creates effective solutions based on user and product needs.

PORTFOLIO

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

CONTACT

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EDUCATION

Rochester Institute of Technology

BFA New Media Design / 3.5 GPA / May 2019
Minor in Advertising & Public Relations
Minor in Marketing

SKILLS

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

PROGRAMS & LANGUAGES

Adobe Suite (PS, AI, AE, XD)
Sketch
Invision / Marvel / Principle
Cinema 4D
HTML / CSS
Javascript / Brackets

AWARDS & LEADERSHIP

Adobe Design Awards - **Semifinalist 2x**
RIT College Activities Board - **Creative Director**
Eureka! Design Blitz - **Student Designer**
RIT IGME Department - **Teaching Assistant**
New Media Club - **Mentor**