Hithere:)

I'm Madeline. A budding UI/UX designer keen on pushing the boundaries on all things design, and creating with her whole heart.

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E:halfemteedesigns@gmail.com

Bachelor's Degree in Design

Specialising in Communication Design

Bachelors in Media Communication Specialising in Media

- Figma
- Illustrator
- In Design
- Miro
- Photoshop
- Google Drive
- Basic HTML & CSS

User Research

- Interview plans and analysis
- Qualitative interviews
- Affinity diagrams
- Competitor analysis

User Empathy

- Proto-personas
- Empathy map
- User journey map
- Value proposition canvas

Definition & Ideation

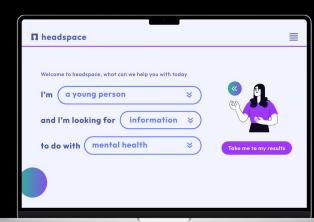
- Feature prioritisation matrix
- User flow
- Card sorting
- Wire framing
- Prototyping

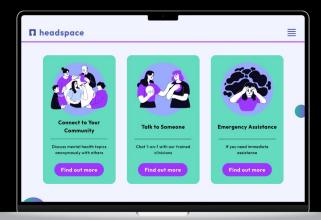
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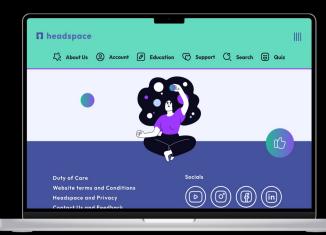
Headspace Redesign

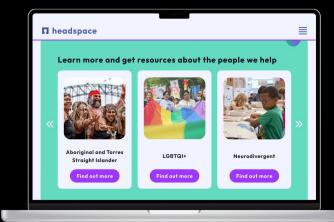


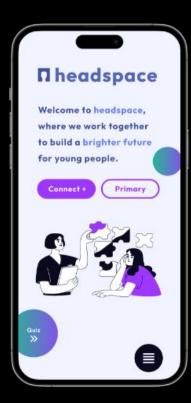
Designing for youth. This project entails revamping the overall tone of the mental health non-for-profit, Headspace. By providing an approachable and engaging platform for young Aussies to access mental health information and support, they will be better prepared to navigate life's challenges and reduce the stigma around mental health. In order to achieve this, a desktop redesign was executed, as well as a new mobile accessible iteration.

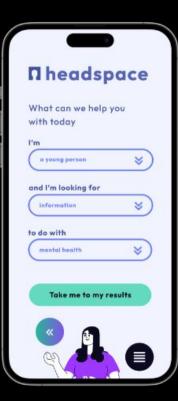


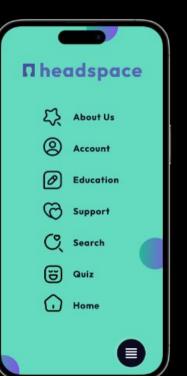
















What to expect in a session

- Our clinicians will help you by listening and talking to you about what's going on and what you are wanting to get out of the session
- Your clinician may ask you questions about your safety, emotions and thoughts, how you've been feeling recently
- Our average session is 30-40 minutes

- 5

Back

Fill out form



∏ headspace

Please tell us a a bit about yourself, this helps us cater your call specifically to your needs, so you get the most out of it. This information will be kept private.

First Name (Optional)

First Non

Gender (Optional)

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Age (Optional)

Age

Suburb/Town (Optional)

Suburh/Town

Reason for contacting us (Optional)

Reason for contacting



Where I'm contacting from (Optional)

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Video Ca



Start Web Chat



Start Voice Call



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You are first in the queue

Your wait time is approximately 1 minute



Hang in there, we will do our best to connect you with sameone as soon as possible

Leave queue



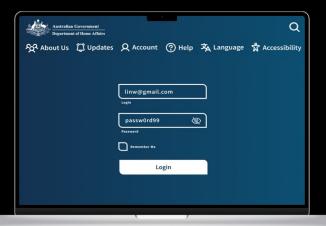
Department of Home Affairs



A modern take on typical, confusing and user deterring government run sites. This Department of Home

Affairs redesign aims to give a refreshing look and streamlined navigational experience, aiding immigrants and citizens alike through improved user flow and increased accessibility. In order to achieve this, a desktop redesign was executed, as well as a new mobile accessible iteration.

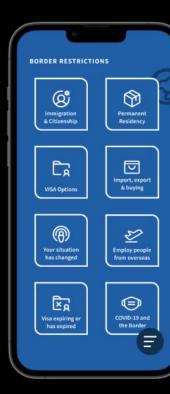


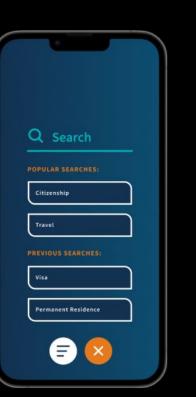


Australian Government Department of Home Affairs	Q	
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BORDER RESTRICTIONS & IMMIGRATION (C)		
Immigration & Critizenship	VISA Options Import, export a buying online	
Your situation has changed Employ people from overseas	Visa expiring or has expired COVID-19 and the Border	

Australian Government Department of Home Affairs		Q	
റ്റ് About Us 🛱 Upda	tes 🗘 Account 💮 Help 🏻 3	ス Language ポ Accessibility	
What type of application are you applying for? (Choose 1)			
Air & Sea Crew	Labour Agreement	Status Resolution	
APEC	Permanent Residence	Student	
Citizenship	Refugee & Humanitarian	Temporary Skill Shortage	
Family	Skilled	Work	
Health	Standard Business	Visitor	
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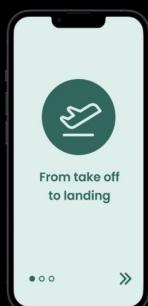






Plane 'n' Simple

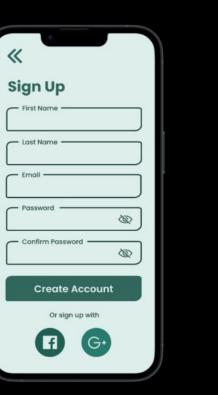




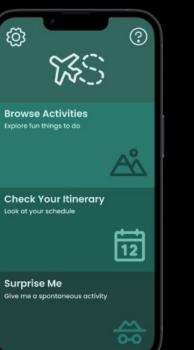


Path your day, plan your way, it's Plane 'n' Simple. This mobile travel app lets users tailor their travel itinerary to their desired level of organisation. Taking away the stress of planning but keeping the spontaneity and flexibility.





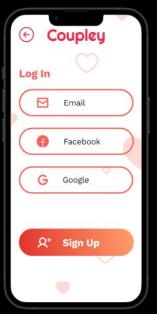




Coupley







Looking for coupley things do?
Couples want variety and surprise
to break up the monotony of their
daily life and may struggle to come
up with new and exciting date
ideas. Cue in, Coupley, a fun mobile
app to help couples not only decide
what to on date night, but have fun
planning it too.



Loser - Pays For Dessert









Winner - Picks **Date Options**





To learn more about these case studies,

my processes, and see my prototypes.

Contact me and lets chat! :D