

Hi there :)

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

Qualifications

Bachelor's Degree in Design

Specialising in Communication Design

Bachelors in Media Communication

Specialising in Media

Tools

- Figma
- Illustrator
- InDesign
- 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

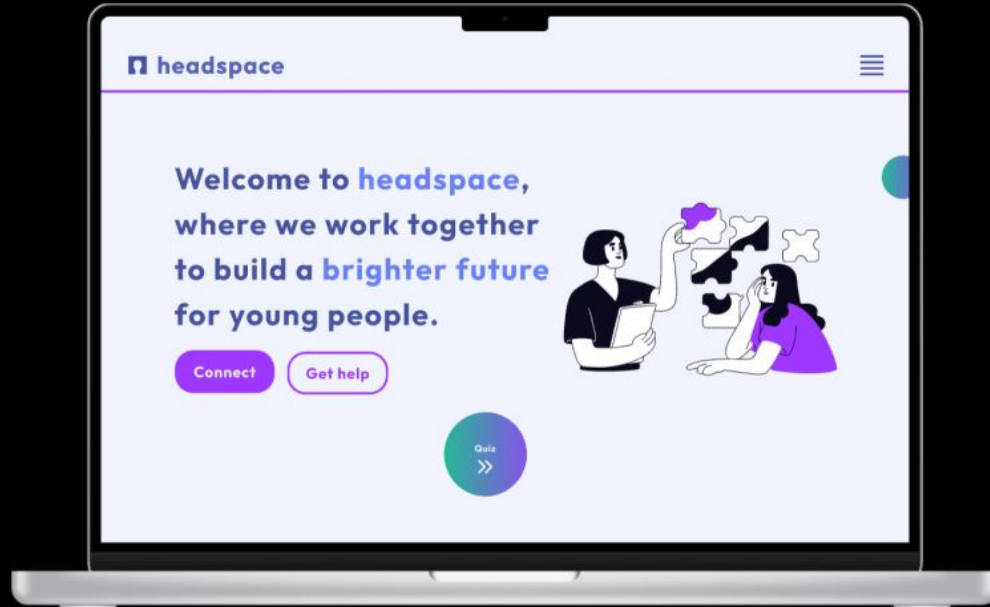
Definition & Ideation

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

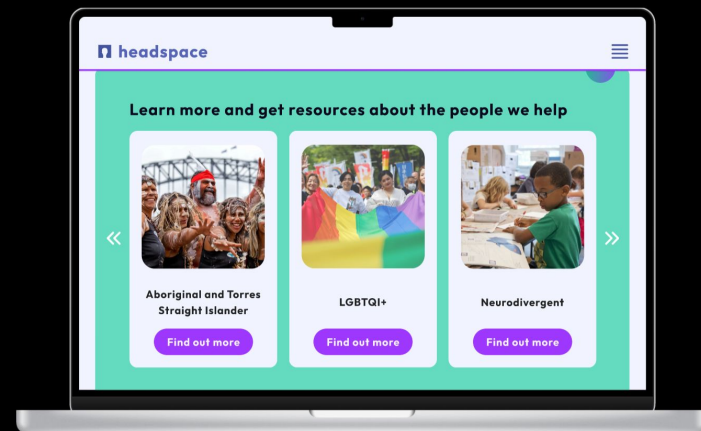
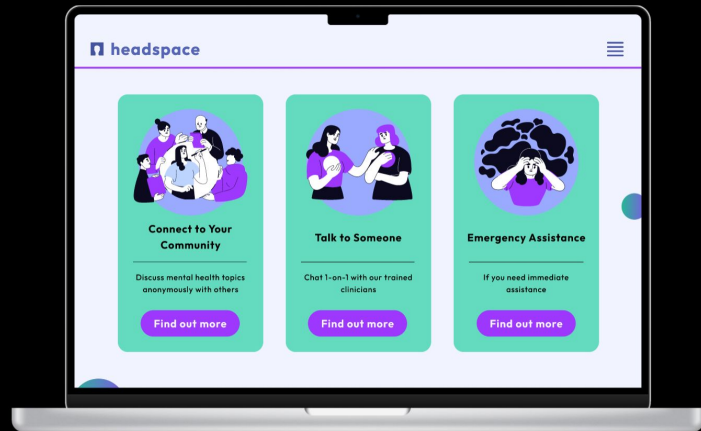
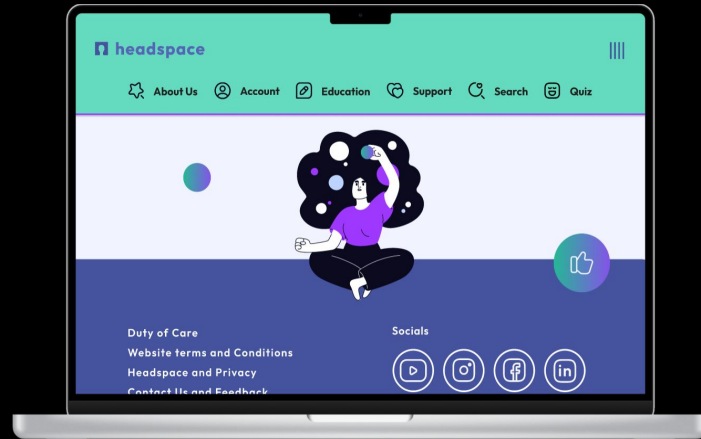
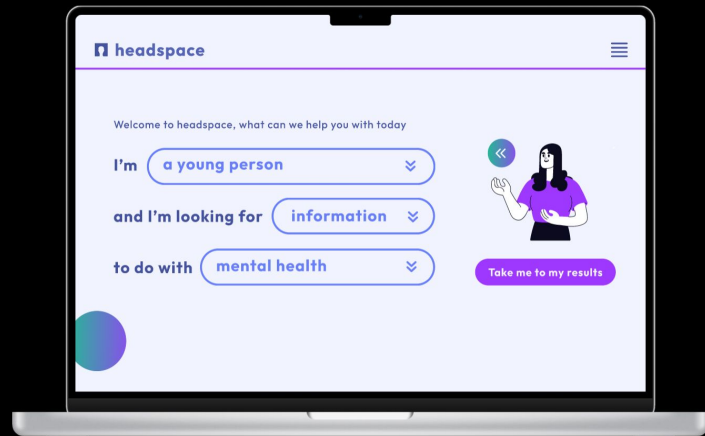
WORK

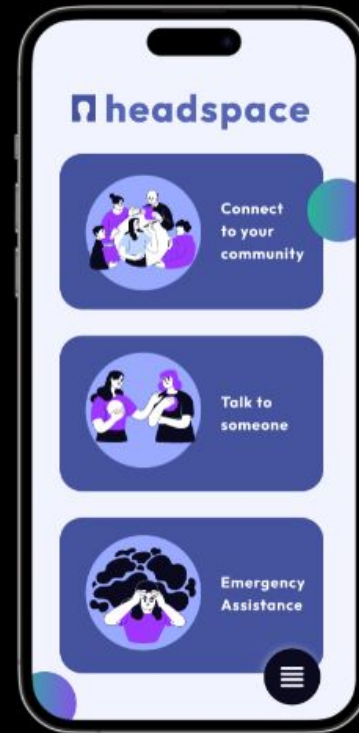
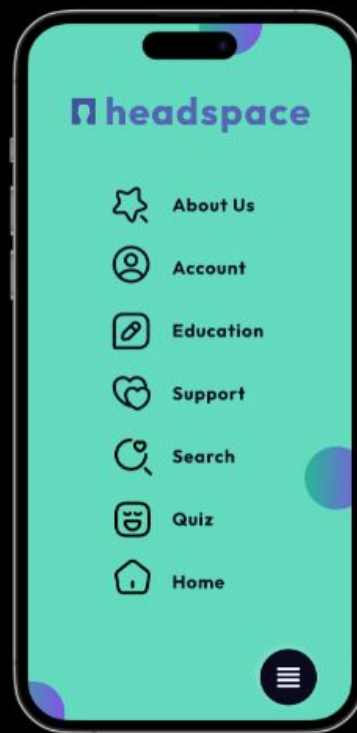
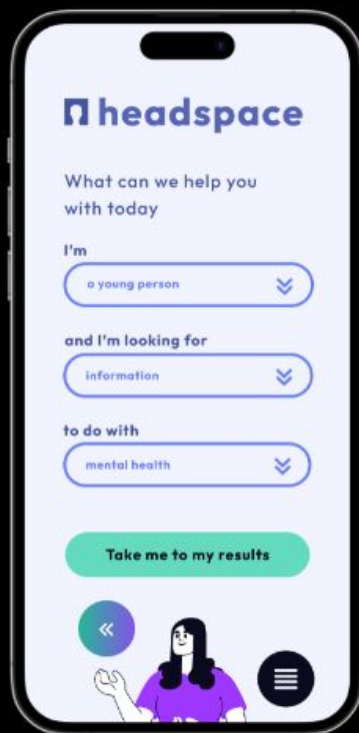
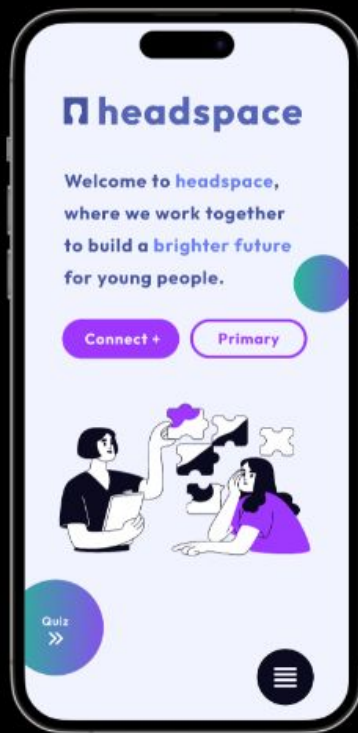


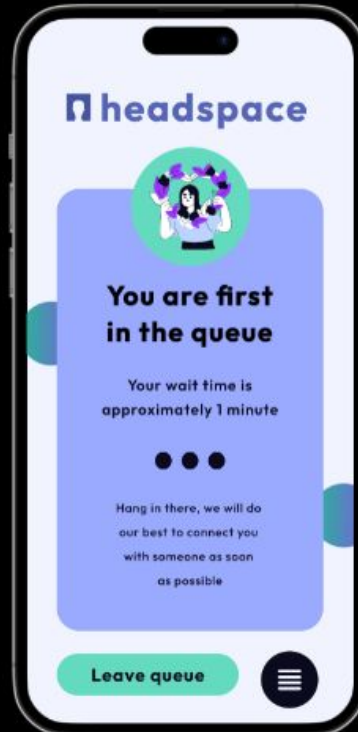
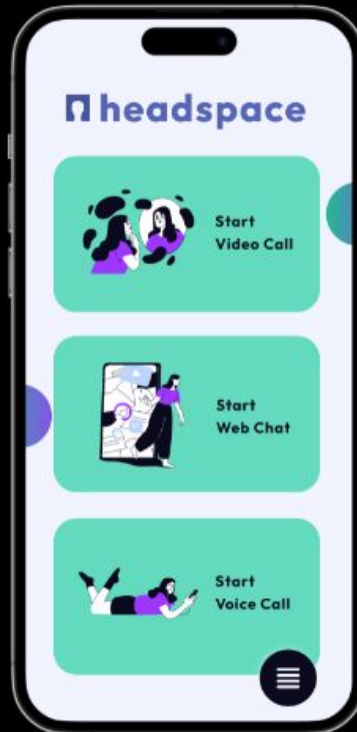
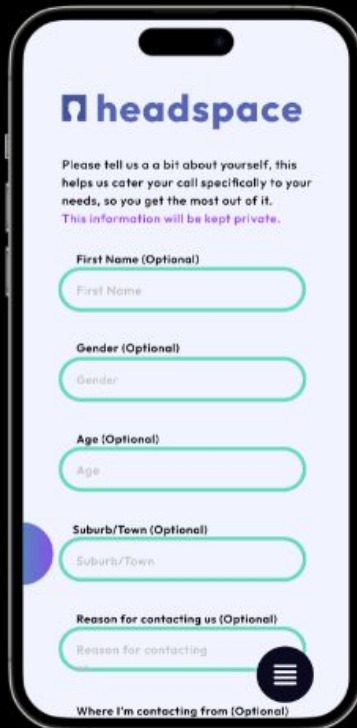
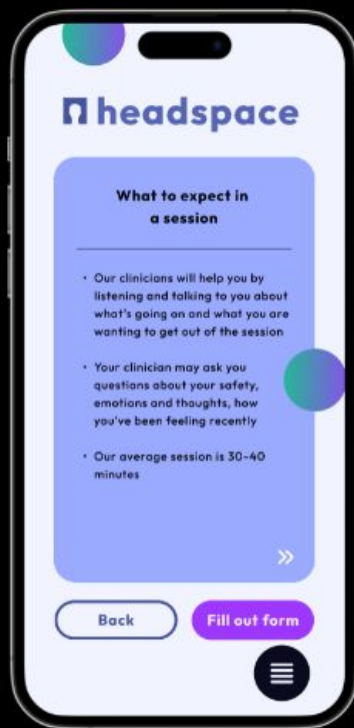
Headspace Redesign



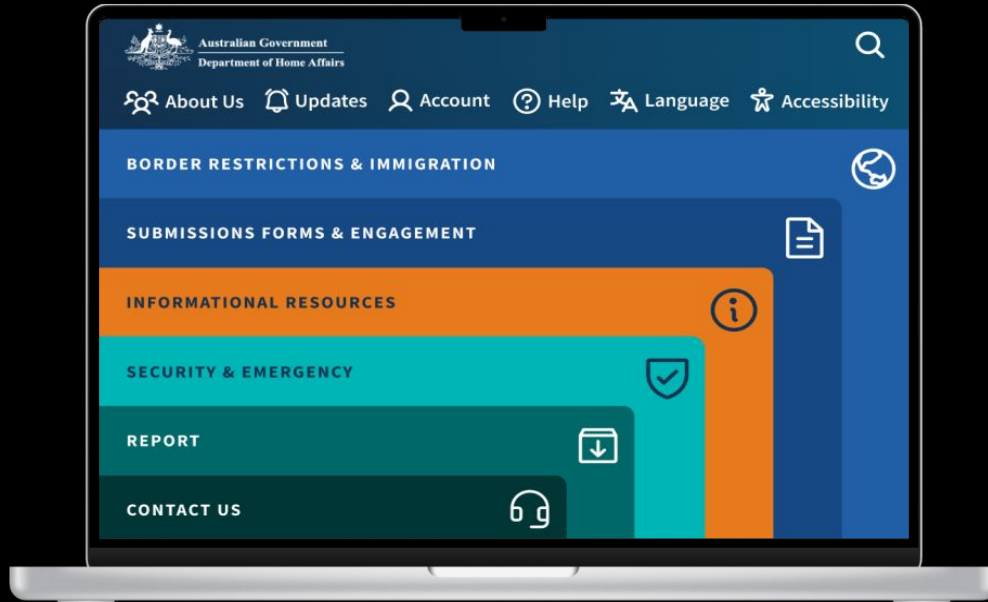
Designing for youth. This project entails revamping the overall tone of the mental health non-for-profit, [Headspace](#). By providing an approachable and engaging platform for young Aussies to access mental health information and support, they will be better prepared to navigate life's challenges and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



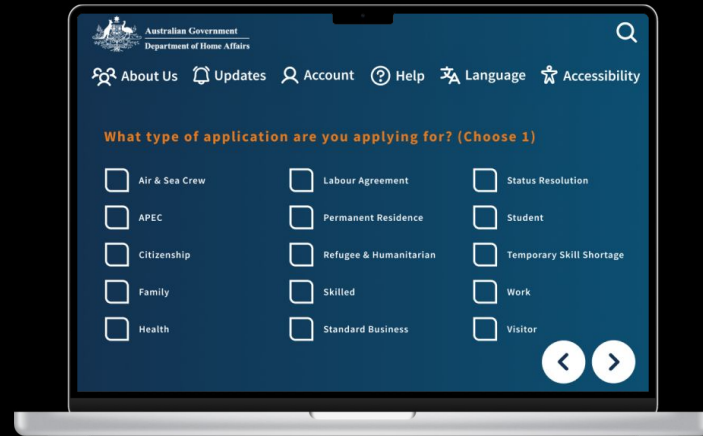
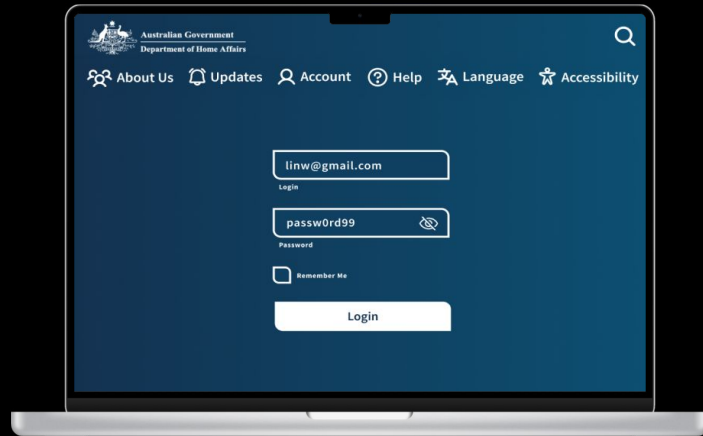
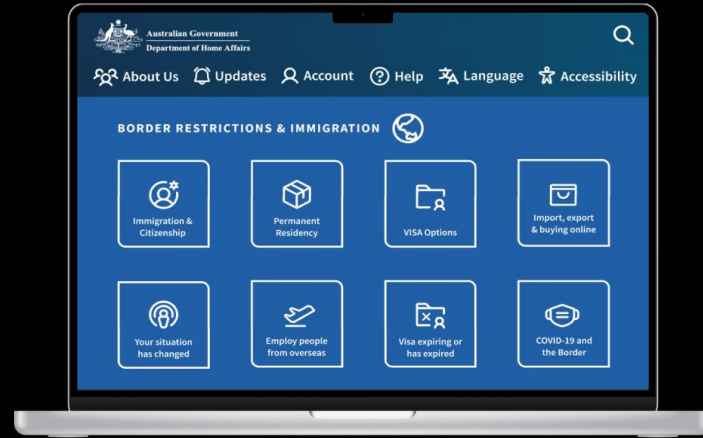
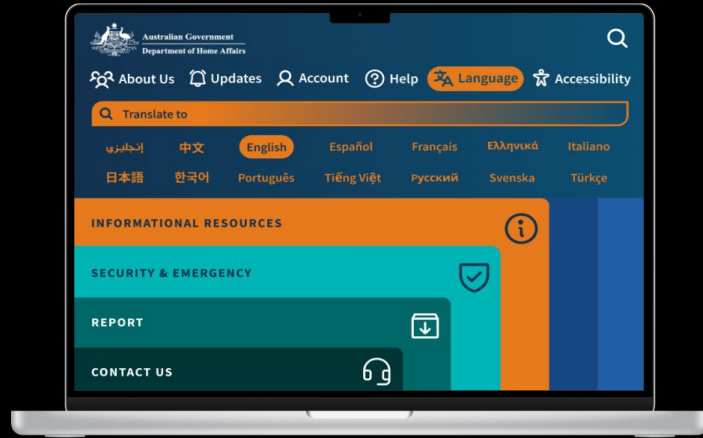


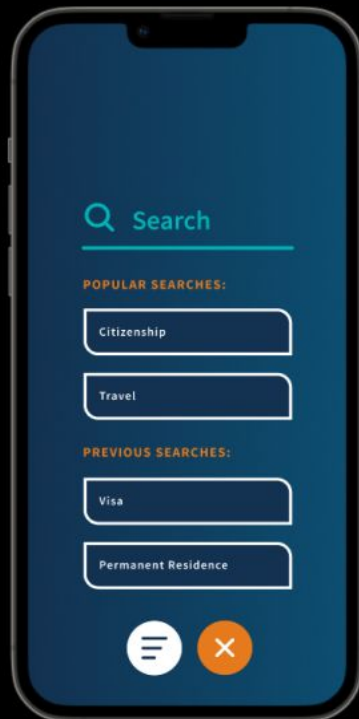
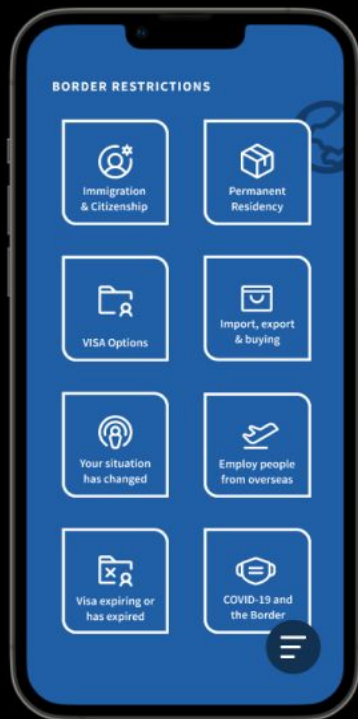


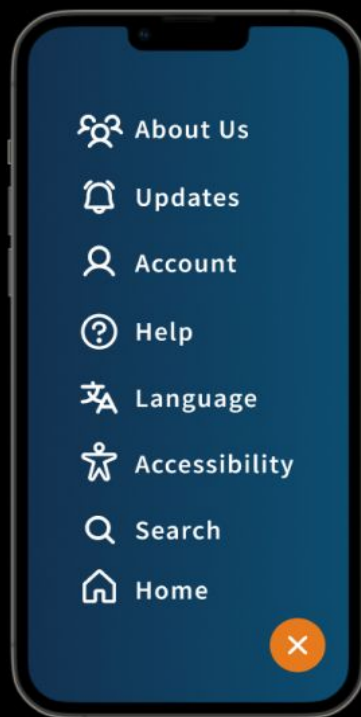
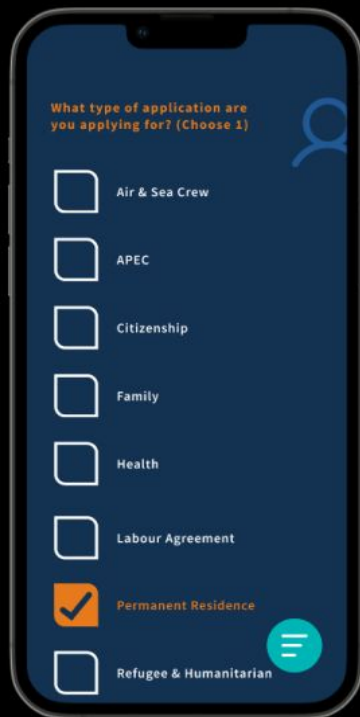
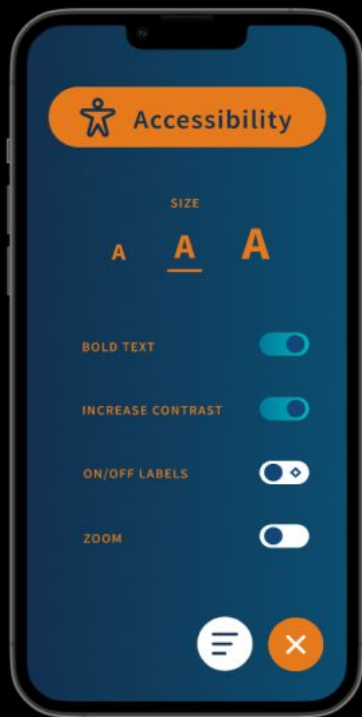
Department of Home Affairs



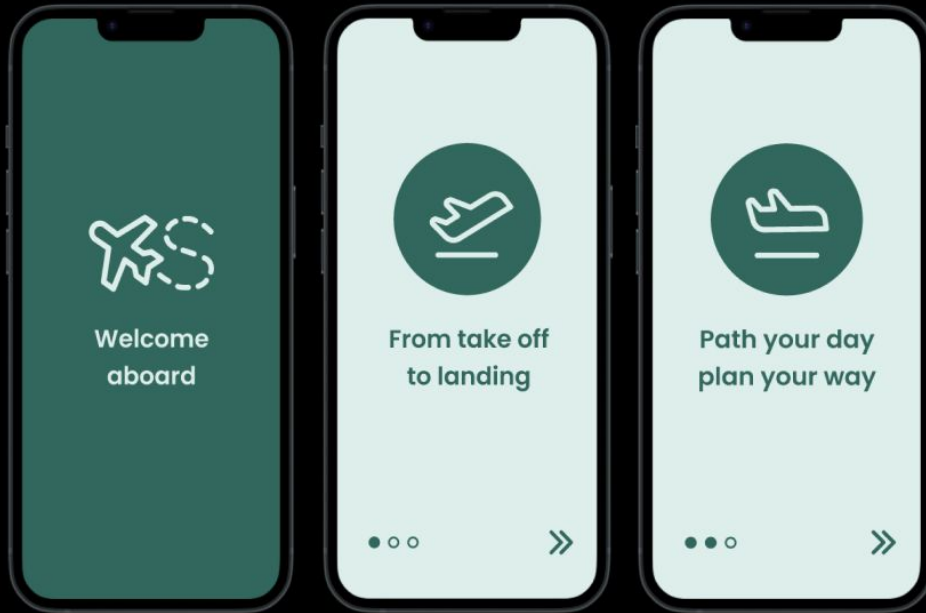
A modern take on typical, confusing and user deterring government run sites. This [Department of Home Affairs](#) redesign aims to give a refreshing look and streamlined navigational experience, aiding immigrants and citizens alike through improved user flow and increased accessibility. In order to achieve this, a [desktop](#) redesign was executed, as well as a new [mobile](#) accessible iteration.







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.



It's
Plane 'n' Simple

Get Started >>

Login

✉ Email

f Facebook

G+ Google

New User?

🕒 Sign Up



Sign Up

First Name

Last Name

Email

Password



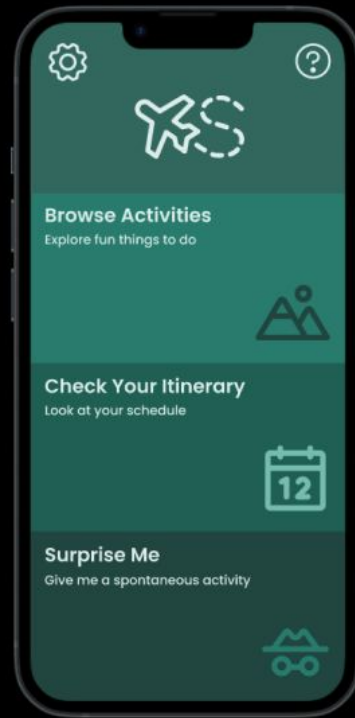
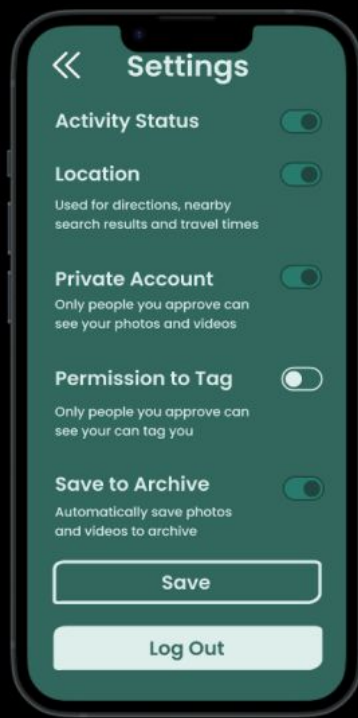
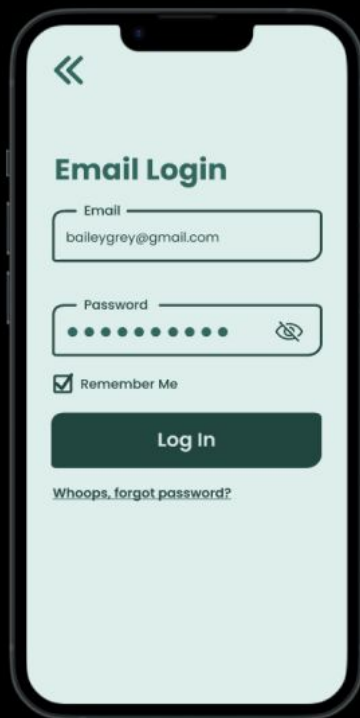
Confirm Password



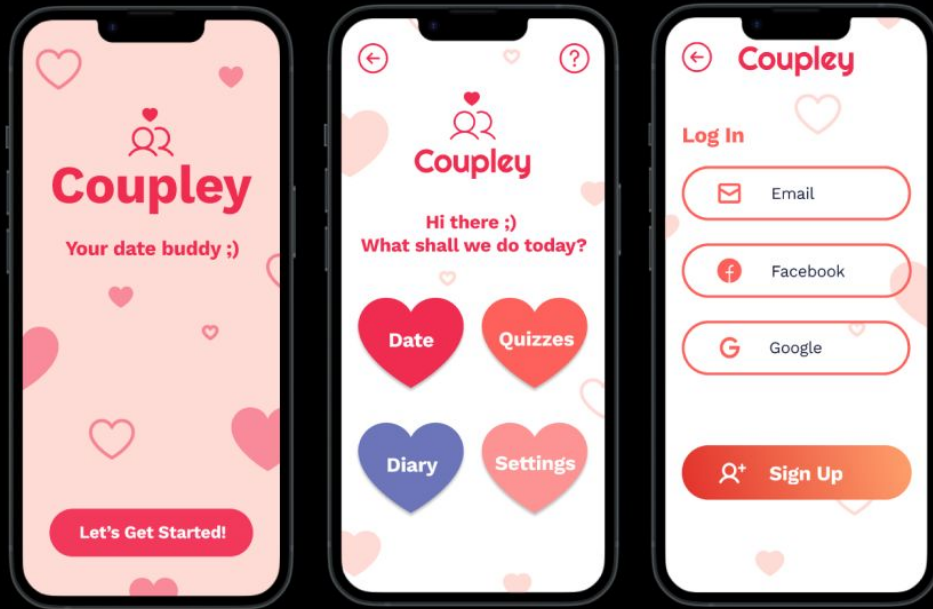
Create Account

Or sign up with

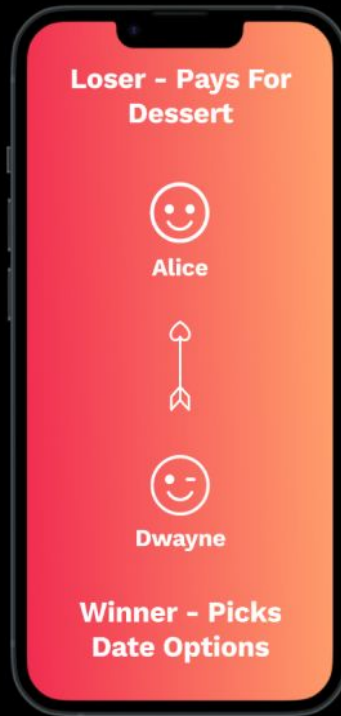
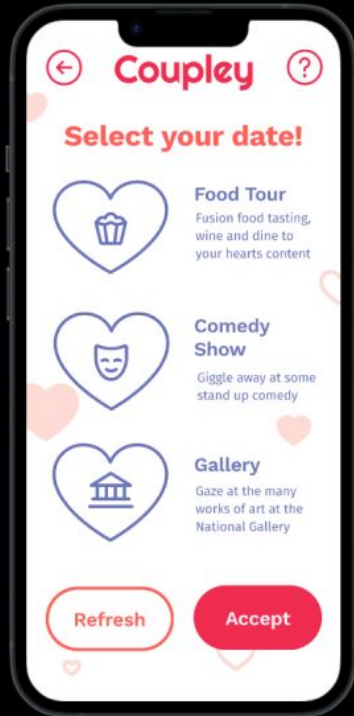
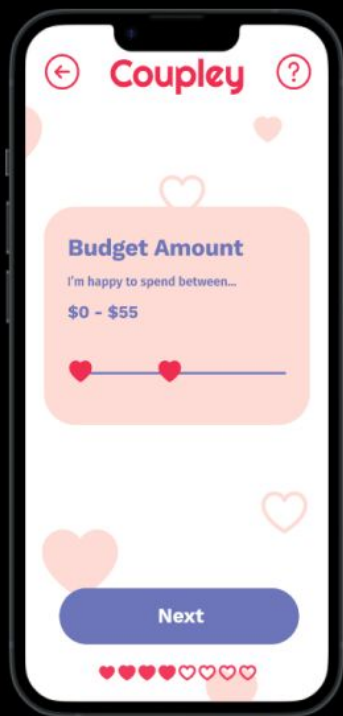


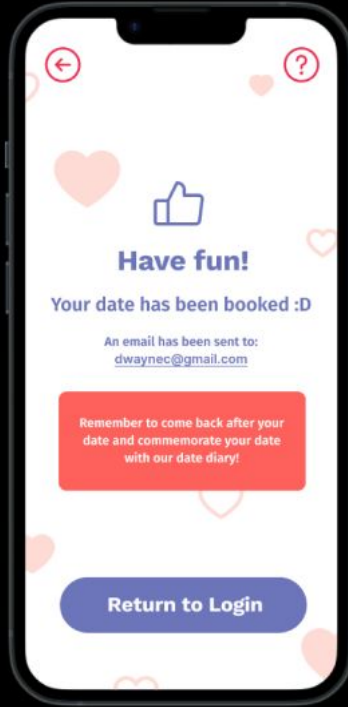


Coupley



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.





To learn more about these case studies,
my processes, and see my prototypes.

Contact me and lets chat! :D