

Madison Ronchetto

<https://m-ronchetto.github.io/Portfolio/>

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858-204-4735

Education

Washington University in St. Louis

Sam Fox School of Design & Visual Arts (2018-2022)

BFA Communication Design

Minors in Computer Science and Psychology

Skills

Photoshop

Illustrator

InDesign

After Effects

PHP

Figma

HTML/CSS

Javascript

Wordpress

SQL

Employment

Health Communication Design Studio

Graphic Design Research Assistant (May 2021- Present)

Designed print and digital assets to improve vaccine hesitancy in vulnerable St. Louis populations and create understanding and interest in the clinical trial process. Instructed coworkers on site maintenance and analytics through Wordpress.

St. Louis Queer Support Helpline

Web Developer (Dec. 2020- Oct. 2021)

Instructed and established a staging environment for a better developer workflow on the customer-facing website. Interviewed coworkers on their needs for an internal site, and created the architecture for the most used files based on responses. Helped create materials to onboard future developers.

Institute for Entrepreneurial Leadership

Graphic Designer (Jul. 2020- Oct. 2020)

Improved site architecture and designed landing and volunteer pages to increase engagement in consulting with BIPOC small business owners. Collaborated with executive leadership to create style guide and template pages for future web development expansions.

Uncancelled

UX Design Intern (Jun. 2020- Aug. 2020)

Designed 20 responsive web and mobile screens for the MVP as well as future features for a personal trainer scheduling web app. Created prototypes optimizing provider and client user engagement. Lead collaboration with 10 design interns on other projects to exchange feedback on designs. Presented and designed Powerpoint slide decks for internship team's design and engineering process to the public.

American Youth Literacy Foundation

Graphic Design Intern (May 2020- Oct. 2020)

Designed 50+ mobile app screens, web mockups, and advertisements for Funetix, an app designed to make learning to read accessible and free. Created illustrations and vector assets for app, web, and marketing use. Collaborated with designers to establish a brand style guide, resulting in improvement of marketing production and website timeline by 2 weeks.