

Madison Ronchetto

<https://m-ronchetto.github.io/Portfolio/>
madison.ronchetto@gmail.com
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

Employment

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.

Washington University

Academic Mentor (Aug. 2019- Present)

Taught under-served students calculus and computer science. Advised students to improve organization skills and collaborate with their peers.

Experience

WashU Developer Student Club

Marketing Lead and Project Manager

Designed social media graphics advertising events following Google's style guide. Organized a team of ten developers and designers to create an MVP for a college search engine for international students.

Habif Health and Wellness Center

Mental Health Peer Health Educator

Organized campus-wide events to promote mental health. Directed video and social media campaigns for mental health and Covid-19 awareness.

WUSTL Figure Skating

Public Relations Chair (2018- Present)

Designed print and social media communications for the team's events and shows, increasing recruitment interest by 50%. Updated Wix website for recruitment and team news.

Social Programming Board

Design Board Member (2020- Present)

Created weekly print and digital marketing for guest presentations and concerts on campus. Renovated Wordpress website to improve responsiveness.

Skills

Photoshop	Figma
Illustrator	HTML/CSS
InDesign	Javascript
After Effects	Wordpress
Maya	Java
PHP	SQL