

Maddie Wright

UX and product designer

Profile

UX designer passionate about developing highly engaging, user-friendly digital experiences while bridging the gap between developers and key stakeholders in environments ranging from start-up to global enterprise. My experience also includes front-end development, UX research, and product ownership.

Employment History

UX design consultant (Design system & B2B) at Micron Technology, Inc.

July 2023 — Present, remote

Global leader in innovative memory and storage solutions, providing DRAM, NAND, NOR, memory cards and SSDs.

- Partnered with web and creative teams to build and formally implement a global design system and accompanying UI component library in AEM.
- Wrote content, brand, and accessibility guidelines as part of the new design system and integrated it into AEM for content author and designer access.
- Currently designing all phases of UX mock-ups for web implementation on projects including Micron University and Generative AI.
- Routinely conducted UX research and analysis to improve accessibility (WCAG), SEO, and performance for company web pages.
- Figma, Adobe XD, AEM, Adobe analytics, Jira, Workfront, Adobe CS, Agile

Digital experience lead (D2C & E-commerce) at Micron Commercial Products Group

March 2021 — February 2023, Boise, ID

- Worked closely with Digital Marketing director to build a team of dedicated UX designers and front-end developers. I also helped onboard and served as mentor and coach for new team-members.
- As part of a company-wide initiative to strengthen E-commerce and brand presence on crucial.com, I led the UX strategy – working closely with SEO, product, and brand managers to re-structure the site navigation and shopping experience. The improvements resulted in 30% increase of task completion and notably reduced bounce rates on multiple pages.
- UX lead for tools optimization initiative that resulted in an overhaul of the branded product finder tools.
- Figma, Miro, UserTesting.com, AEM, Adobe Analytics, Adobe Test, Adobe Photoshop, Jira, Agile

UX specialist at Micron Commercial Products Group

March 2019 — February 2021, Boise, ID

Micron's commercial brand, Crucial offers a wide range of memory and storage products worldwide.

- Created wireframes and high-fidelity mock-ups of all re-designed crucial.com pages as the sole UI/UX designer, which improved brand presence and E-commerce presence.
- Conducted rapid user research using various research tools, specifically Ustesting.com and Baymard Institute. Utilized Ustesting.com to identify user pain points by conducting interviews and by analyzing user session replays along with the click, hover, and engagement rates across

Details

Boise (willing to relocate), United States, 208-917-0543

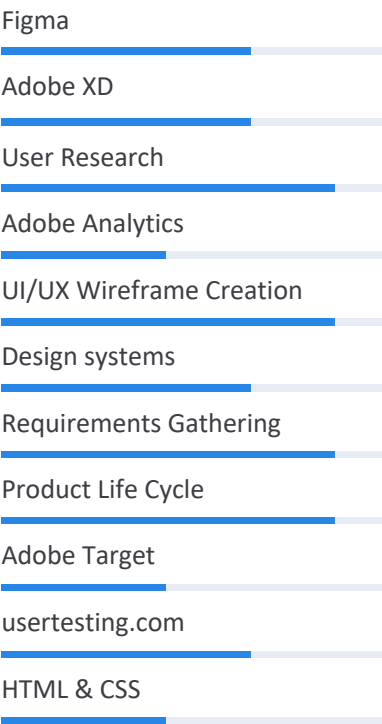
maddi.chapman@gmail.com

Links

[LinkedIn profile](#)

[Portfolio website](#)

Skills



Hobbies

Painting, illustrating, home gardening, travel, pets, museums, design, biking and hiking

entire pages. Presentation of the results effectively resulted in cross-functional buy-in to page optimization initiative.

- Performed internal website audit to identify ways to optimize the system scanner, cart/checkout, and solutions pages and followed through with ideation and cross-functional user journey workshops.
- Ensured designs were accessible for all users and ready for multiple language support.
- Close collaboration with local and offshore development teams to scope UX requirements and provide ongoing support and feedback.
- UXPin, XD, UserTesting.com, LucidCharts, Confluence, Jira, Agile, AEM

Web designer at Blossom, Boise, ID

May 2017 — May 2019

Digital banking solutions for credit unions to change the way people experience money.

- Responsible for creating and presenting Credit union website wireframes based on client requests.
- Responsible for front-end build of approved designs using Bootstrap, CSS, and occasionally JS – led to 25+ successful website launches with positive client reviews on the customer experience.
- Frequent collaboration with CU clients to gather business requirements for new websites and website updates, including kick-off, progress check-ins, wireframe presentation, and pos-launch reviews.
- Led an web-accessibility improvement initiative for all client websites, improving UI, flow, and code to better suit a broader range of customers.
- Helped prepare campaign graphics using Adobe Photoshop and Illustrator.
- Bootstrap, HTML, CSS, Adobe CS, JS

Intern, Website and product design at Stemfinity, Inc., Boise, ID

December 2014 — December 2016

Clinical supervisor at Lilypad, LLC, Nampa, ID

January 2014 — May 2017

Education

Bachelor of Applied Science in Web Development,

Lewis-Clark State College, Lewiston, ID

Bachelor of Arts in Graphic Design,

University of Idaho, Moscow, ID

Courses

UX certified, Nielson Norman Group

April 2022 — April 2022, Washington DC

“Improve your UX design skills” learning path, LinkedIn Learning

March 2023 — April 2023, online

Certified Scrum Product Owner, Scrum Alliance

October 2021 — October 2021, online