MADELINE WRIGHT

UX & Product Designer

DETALS

ADDRESS

Willing to relocate
United States

PHONE

2089170543

EMAIL

maddi.chapman@gmail.com

LINKS

Portfolio

LinkedIn profile

SKILLS

Figma (Design Software)

Adobe XD

UX Research

Product Design

Agile methodology

JIRA

Adobe Photoshop

PROFILE

I'm passionate about developing engaging, user-friendly experiences while bridging the gap between devs and stakeholders in both start-ups and enterprise settings.

EMPLOYMENT HISTORY

UX design consultant, Micron Technology Inc.   Remote

Jul 2022 — Present

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

- Partnered with web and creative teams to implement global design system, including CMS integration.
- Wrote content, brand, and accessibility guidelines for content author and designer access.
- Currently designing mock-ups and conducting stakeholder reviews for web projects - Micron University and Gen AI.
- Routinely conducted UX research and analysis to improve accessibility (WCAG), SEO, and performance for Micron.com

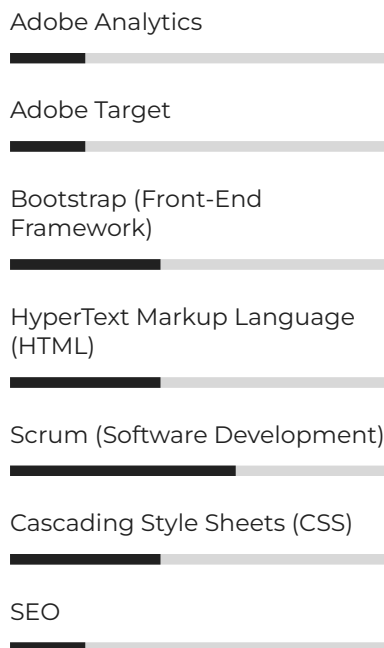### Digital experience lead , Micron CPG   Hybrid

Mar 2021 — Feb 2022

- Teamed up with Digital Marketing director to build a cohesive team of UX designers and front-end developers. Also mentored, coached, and helped with onboarding.
- Led UX strategy for company-wide initiative to strengthen E-commerce and brand presence on crucial.com. Resulted in 30-50% increase of task completion and reduced bounce rates.
- UX lead for tools optimization initiative that resulted in an overhaul of the branded product-finder tools and stakeholder adoption.
- Figma, Miro, UserTesting.com, AEM, Adobe Analytics, Adobe Test, Adobe Photoshop, Jira, Agile

UX specialist , Micron CPG   Onsite - Boise

Mar 2019 — Mar 2021

Adobe Analytics

Adobe Target

Bootstrap (Front-End Framework)

HyperText Markup Language (HTML)

Scrum (Software Development)

Cascading Style Sheets (CSS)

SEO

HOBBIES

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

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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 UX designer to improve brand presence and e-commerce features.
- Conducted rapid user research using various research tools, specifically Usertesting.com and Baymard Institute.

Web developer, Blossom   Boise

May 2017 — Mar 2019

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

- Responsible for Credit union website wire frames.
- Responsible for front-end build using Bootstrap, CSS, and occasionally JS – led to 25+ successful website launches with positive client feedback.
- Frequent collaboration with CU clients from kick-off to retros.
- Led web-accessibility improvement initiative.
- Bootstrap, HTML, CSS, Adobe CS, JS

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

Dec 2014 — Dec 2016

EDUCATION

BAS, Web Developmpent, Lewis Clark State College   Lewiston

BA, Graphic Design, University of Idaho   Moscow

CERTIFICATIONS

UX certification (5 courses), Nielson Norman Group, Washington DC

Mar 2022 — Apr 2022

Improve your UX design skills (7 courses), LinkedIn Learning, online

Mar 2023 — Apr 2023

CSPO (2 year certification), Scrum Alliance

Oct 2021 — Oct 2023