

MADELINE WRIGHT

User Experience Designer

DETAILS

ADDRESS

Boise, ID
United States

PHONE

2089170543

EMAIL

madelinewright@proton.me

LINKS

[Portfolio website](#)

[LinkedIn profile](#)

SKILLS

HTML & CSS

Figma (Design Software)

Adobe XD

UX Research

Digital product Design

Agile methodology

JIRA

PROFILE

Dynamic User Experience Designer with nearly 10 years experience crafting user-centered digital solutions across B2C and B2B platforms. Expertise lies in leading cross-functional teams through the full design lifecycle, from discovery and prototyping to testing and implementation. Proven ability to mentor fellow designers and implement comprehensive design systems, ensuring consistent and accessible user interfaces. Committed to fostering collaboration and empathy in design processes to address genuine user needs and enhance overall digital experiences. Skills in HTML & CSS, Figma, and UX research drive impactful design strategies.

EMPLOYMENT HISTORY

UX design lead, Kount by Equifax

Boise

Jul 2024 — Present

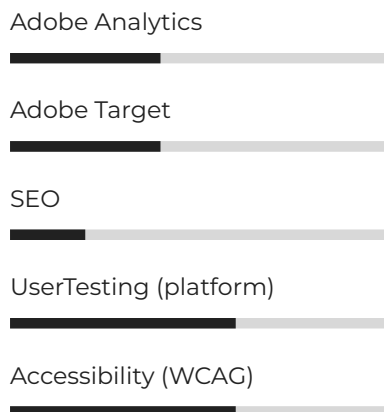
- From discovery to prototyping and testing, I led and supported UX efforts on complex digital applications including AML Compliance and Payments Fraud.
- In addition to design, I was instrumental in the user journey discovery and mapping, supporting research with well organized documentation, wire flows, and share-outs.
- I also initiate regular collaborative efforts, including reviews, workshops, and presentations, with cross-functional stakeholders.

UX design system consultant, Micron Technology, Inc.

Remote

Jul 2023 — Jul 2024

- Consultant for design system implementation and integration with AEM & Micron.com
- Wrote accessibility and UX best practice guidelines for new component library in AEM, contributing to dramatically improved Level Access audit scores, effectively reducing re-work.
- Created component library in CMS, resulting in consistent UI with high fidelity to wire frames and brand guidelines.
- Ongoing wire frame design and discovery research for new pages and updates, collaborating with cross-functional stakeholders and content authors.



Digital experience lead , Micron CPG

Boise, ID

Mar 2021 — Feb 2023

- Worked closely with Digital Marketing manager to advocate for and build up the UX team presence. Mentored, coached, and helped onboard new members.
- Led UX project to re-structure site taxonomy in order to streamline path-to-purchase and optimize E-commerce presence on Crucial.
- Re-designed product info, listing, and detail pages, referencing multiple data sources to inform iterative improvements and track success. 35% increase in follow-through to cart and dramatically reduced bounce rates throughout the user journey.
- UX lead for complex B2B branded product finder optimization initiative, resolving complaints of a cumbersome and confusing UI.

UX specialist (contract), Micron CPG

Boise, ID

Mar 2019 — Mar 2021

- Created wire-frames and high-fidelity mock-ups for D2C & B2B sites
- Conducted rapid user research using various research tools, especially the Usertesting platform and Baymard Institute.
- Frequently collaborated with front-end developers, BAs, brand, and product owners through all phases of development.

Web developer & designer, Blossom (formerly HomeCU)

Boise, ID

May 2017 — Mar 2019

- Frequent, direct collaboration with CU clients from requirements gathering for Credit Union website design/re-design to post-launch maintenance, ensuring customer satisfaction.
- Designed wireframes and presented to Credit Union clients for review and approval
- Responsible for front-end build using Bootstrap, CSS, and occasionally JS – led to 25+ successful website launches.
- Led company-wide web-accessibility improvement initiative.

Intern, Website and product design, Stemfinity, Inc.

Boise

Dec 2014 — Dec 2016

- Campaign ads
- E-commerce CMS page maintenance and design
- Product updates and imagery management

EDUCATION

BAS, Web Development & Design,
Lewis-Clark State College

Lewiston

BA, Graphic Design, University of Idaho

Moscow

CERTIFICATIONS

UX certification, Nielson Norman Group,
Washington DC

Mar 2022 — Apr 2022

UX design skills learning path, LinkedIn
Learning, online

Mar 2023 — Apr 2023

CSPO (2 year certification), Scrum Alliance

Oct 2021 — Oct 2023