Madison Colvin

Bellevue, WA
(509)-885-5103
mdcolvin98@hotmail.com
linkedin.com/in/madison-colvin/

www.madisoncolvin.com

EDUCATION 🎓

University of Washington – Information School   **Seattle, WA**

Master of Science in Information Management – Specialization in User Experience   Sep 2021 – Jun 2022

University of Washington – Michael G. Foster School of Business   **Seattle, WA**

Bachelor of Arts in Information Systems & Marketing, 3.6 GPA   Sep 2018 – Mar 2021

EXPERIENCE 💼

Whitepages | UX Researcher   **Seattle, WA**

Internship   May 2021 – Present

- Conducted end-to-end quantitative and qualitative research studies, providing actionable recommendations that influenced design and marketing strategies for a new customer facing cybersecurity product.
- Led four UX research studies that influenced product launches, strategy, and helped teams understand user perspectives through cognitive walkthroughs, usability testing, and semi-structured interviews.
- Conducted user interviews with Whitepages' customers across three major industries; identifying user pain points and learning how to streamline, optimize, and improve user workflows.
- Utilized UX research frameworks such as user personas, journey maps, user stories, and empathy maps to synthesize data and research findings.

3rdThird Marketing | Digital Marketing Specialist   **Seattle, WA**

Internship   May 2019 – Sep 2019

- Prototyped, designed, and developed a comprehensive mobile application for Pike Place Market's Sunset Supper, resulting in 4,951 app sessions.
- Ran the company's weekly blog increasing web traffic by 38%. Wrote an article about combating ageism in the workforce which was referenced by The New York Times.
- Increased client engagement by 25% through designing personalized brand engagement strategies as measured by monthly analytic reports.

HCL Technologies | Digital Marketing Specialist   **Redmond, WA**

Internship   July 2018 – Sep 2018

- Assisted domestic and international enterprise clients in digital marketing and ad compliance policies across multimillion-dollar marketing campaigns.
- Increased client click through rate across ad campaigns by providing strategic SEO keyword recommendations.

SKILLS ☆

- **Certifications:** Google UX Design Professional Certificate, 2021
- **Methods:** Wireframing, prototyping, usability testing, survey design, focus groups, card sorting, user personas, user flows, empathy mapping
- **Software:** Figma, Sketch, InVision, Axure, Adobe Suite (Photoshop, XD, InDesign, Illustrator), UserZoom, User Interviews
- **Programming Languages:** JavaScript (React, D3), HTML/CSS, Python, Java, R, C#, MySQL

UX AWARDS

The Great UX Race, Best Overall Design (UI/UX)   May 2021

- Took 1st place out of 50 teams in the "Great UX Race", an annual protothon hosted by UX@UW and DubsTech.