Madison Colvin

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EXPERIENCE

Whitepages | User Experience Researcher
Seattle, WA | May 2021 – Present | Internship

> 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 4 UX research studies that influenced product launches, strategy, and helped teams understand user perspectives through cognitive walkthroughs, usability testing, and semi-structured interviews.

> Conducted over 30 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 stories, journey maps, and empathy maps to synthesize data, identify UI design problems, and propose creative design solutions in relation to business goals.

3rdThird Marketing | Digital Marketing Specialist
Seattle, WA | May 2019 – Sep 2019 | Internship

> 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 | Jul 2018 – Sep 2018 | Internship

> Collaborated with a multi-disciplinary team to assist domestic and international enterprise clients in Microsoft ad compliance policies.

> Increased client click through rate by 30% across multimillion-dollar ad campaigns by providing strategic SEO keyword recommendations.

USER EXPERIENCE ACTIVITIES

UX@UW
Seattle, WA | April 2021 – Present

> Research UX industry trends, hone user experience design techniques, and discuss UX research methodologies.

The Great UX Race Hackathon | Best Overall Design (UI/UX)
Seattle, WA | May 2021

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

EDUCATION

University of Washington – Information School
Sep 2021 - Jun 2022
M.S. Information Management – Specialization in User Experience

University of Washington – Foster School of Business
Sep 2018 - Mar 2021 | 3.6 GPA
B.A. Information Systems & Marketing, Minor in Informatics

CERTIFICATIONS

Google UX Design Professional Certificate
Sep 2021

SKILLS

Software

> **Prototyping:** Figma, Sketch, InVision, Axure

> **Design:** Adobe Photoshop, XD, InDesign, Illustrator

> **User recruiting:** UserZoom, User Interviews

Methods

> Quantitative & qualitative research methodology

> **UX Design:** wireframing, flash prototyping, interaction design

> **User research:** usability testing, survey design, focus groups, card sorting, presentation design

> **Research frameworks**: user journeys, user personas, user flows, empathy mapping

Programming Languages

> JavaScript (React, D3), HTML/CSS, Python, Java, R, C#, SQL