Madison Colvin

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EXPERIENCE 💼

Whitepages | UX 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 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 | May 2021 – Present | 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
Seattle, WA | May 2021 – Present | Internship

> Assisted domestic and international enterprise clients in digital marketing and compliance policies across multimillion-dollar marketing campaigns.

> Increased client click through rate across ad campaigns by providing strategic SEO keyword recommendations.

UX ACTIVITIES 🧩

UX@UW
Seattle, WA | April 2021 – Present

> Research UX industry trends, hone UX 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, prototyping,

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

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

Programming Languages

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