

MADISON READ

UI/ UX DESIGNER

309-830-4782

madison.read@icloud.com

www.linkedin.com/in/madisonread

www.madisonread-designs.com

EDUCATION

CareerFoundry

August 2021 - May 2022

UI Design Certificate:

- 9 month (800+ hours) intensive and mentored project based program
- Specialization in front end development

University of Missouri

August 2017 - May 2021

Bachelors of Fine Arts:

Graphic Design

Minor: IT

GPA: 3.98/ 4.00

TOOLS

Sketch

Figma

Adobe XD

Invision

Adobe Creative Cloud

Word Press

Google Analytics

Flinto

SKILLS

Visual Design

Interaction Design

Branding

Visual Systems

Design -Thinking

Wireframing

Interactive Prototyping

Web Design

Mobile Design

Motion Graphics

Illustration

HTML

CSS

WORK EXPERIENCE

ENOSIX

May 2021 - Present

Visual & Product Designer

- Rebranded and redesigned the enosix company website successfully to increase brand recognition, optimize web performance and improve clarity of messaging
- Facilitated the development of the enosix website by working across various business partners at a variety of levels to complete the website project on time and within budget
- Defined user personas and used the principles of information architecture to define a new site map and user flow to better engage customers on the website
- Created low, mid and high fidelity wireframes in Figma that were handed over to development and then recomposed in Wordpress
- Presented designs and progress to stakeholders such as the CEO and CSO for review and feedback
- Illustrate graphics for email, social media, webpages, and presentations

Graphic Design and Digital Marketing Intern

April 2020 - May 2021

- Designed web pages, presentations, ads, emails and product listings
- Strategized the best marketing tactics to reach our ideal customers
- Illustrated technical diagrams that visually simplify enosix's software

UNIVERSITY OF MISSOURI

April 2020 - June 2020

Graphic Design Intern

- Maintained a strong client focused approach by collectively setting project goals, reviewing feedback together, and making revisions
- Collaborated with the Rollins Honor Society president to create custom animations for a university wide ceremony
- Designed University of Missouri branded digital and print advertisements and graphics

HOUSEY DESIGNS

October 2018 - May 2020

Lead Designer & COO

- Consulted with clients to produce custom digital designs and physical products
- Developed marketing strategies with the leadership team
- Improved operational processes on the administrative side of the business
- Supervised a team of 6 artists to ensure high quality products for our customers
- Expanded geographical reach by 400%

INVOLVEMENT

COLLEGIATE ENTREPRENEUR ORGANIZATION

October 2019 - May 2021

Member of Organization

- Pitched two start up businesses to investors resulting in seed funding
- Selected as a finalist in the 2019 CEO global competition, being among the top 10% of founding student entrepreneurs

ALPHA KAPPA PSI BUSINESS FRATERNITY

September 2019 - May 2021

Member of Top Business Fraternity at Mizzou

- Engaged in professional development events and workshops
- Volunteered with several nonprofit organizations in the community