

Madeline Nowicki

UX Designer & Researcher

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Portfolio madnowicki.github.io

OBJECTIVE

I am a designer who drives mixed-methods research to deliver meaningful human-centered experiences. I enjoy working the full design process and am seeking a strong, collaborative team and interesting challenges.

EDUCATION

University of Michigan
B.S. Information — UX
Minor — English

SKILLS

UX Methods

Survey and interview design and facilitation, research synthesis, usability testing, wireframing, prototyping, interaction/journey/empathy/affinity maps, persona development, design QA, content

Software

Sketch, Adobe Creative Cloud, Principle, InVision, Keynote, UserTesting, Qualtrics, HTML, CSS

General skills

Public speaking
Project planning
Agile methodology
Product roadmapping

OTHER

Sr. Editor | The Michigan Daily

Managed team of 18+ writers with one-on-one mentorship and upheld nightly deadlines to produce & edit the only daily newspaper in Ann Arbor, MI

EXPERIENCE

Experience Researcher | Nike, Inc. EAP Platform Experience Team

March 2019 - September 2019

- Designed and lead 3-month qualitative study of NIKE's data science community reaching 20+ individuals through interviews, surveys and workshops. Synthesized data to illuminate insights for 4 of EAP's data science products. Presented work at executive level and influenced product direction.
- Spearheaded iterative usability testing across EAP products. Regularly delivered insights. Recruited and owned EAP user pool to reduce recruitment time.

Experience Researcher | Nike, Inc. HR Service Innovation Team

October 2019 - Present

- Facilitated global interviews, usability tests, and workshops and synthesized data to improve career development at Nike

UX Designer | Nike, Inc. TechOps (ESM, Audible, and other teams)

September 2019 - March 2020

- Designed Nike Automation Registry web app, a single source of truth for automation and productivity gains in the org. Owned product and design roadmap. Iteratively delivered visuals and interactions. Worked closely with developers.
- Lead UX research workshops, focus groups, and product design strategy for Monitoring & Observability team working on service cost reduction. Designed high-fidelity prototypes for development based on research insights.
- Designed NikeNow notifications for 70,000+ recipients. Delivered content styleguide.

Product Designer | Nike, Inc. Talent Acquisition Candidate Concierge

August 2018 - June 2019

- Designed mobile web-app to support on-campus NIKE interview candidates and increase accepted offers and enhance brand image. Facilitated user interviews and usability tests with wireframes and prototypes to understand pain points. Oversaw QA working closely with front-end team. Maintained feature roadmap. Estimated to save \$100,000 in start-up costs.
- Pitched, researched, tested, and designed compatible HR-facing web app to streamline workflow. Estimated to save over \$27,000 in efficiencies per year.

UX Designer | Nike, Inc. Nike.net Sales Foundation

August 2018 - March 2019

- Redesigned navigation and information architecture of \$12B e-commerce site to increase ease of transactions and elevate customer experience.
- Designed self-service application for global sales data. Interviewed users across US and Greater China. Moved offline spreadsheet-based processes to digital workflow, driving alignment across geos. Reduced lead time for store creation by 8 weeks.

Technology Intern | Nike, Inc. Global Fulfillment and Logistics Team

May 2017- August 2017

Web Development and Content Intern | Ford Motor Company

May 2016- August 2016

Mixed-methods Researcher | University of Michigan Mott Children's Hospital

September 2014 - April 2016

- Lead ethnographic research, surveying, and contextual inquiry with pharmacists to understand their painpoints in discharge workflow. Synthesized insights and proposed solutions to reduce inefficiency by 28%.
- Conducted contextual inquiry and surveying of care providers in daily rounds to assess family-centered rounds compliance and improve patient and family experience. Analyzed data into manuscript for publication.