

# MADLINE NOWICKI

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734.765.1001

user experience designer. product manager. digital and business analyst + strategist.

## EXPERIENCE

### NIKE, INC. | Business Analytics Technology Intern

- + Created requirements for and code behind analytics dashboard for out-bound supply chain data by synthesizing iterative user research
- + Projected impact of over \$1.4M annually
- + Selected as one of four interns to present to CIO, COO
- + Managed cross-functional intern team's social good project through Nike Global Community Impact and lead UX for intern hackathon project
- + Designed concept mobile application for Nike coaches

### FORD MOTOR COMPANY | Email & Web Intern

- + Designed and built email, social media & SharePoint web presence & content strategy targeting audience segments after conducting department-wide research
- + Grew audience 300% over twelve-week campaign
- + Proposed innovative solutions for multiplatform content distribution

### MICHIGAN DAILY | Innovation Team & Senior Opinion Editor

- + Managed team of 30+ contributors to meet tight deadlines through editorial & writing processes
- + Implemented new media approaches to journalism
- + Recruited and retained diverse, high achieving membership
- + Leading special projects focused on hot-button topics through multi-media tactics
- + Additionally maintains membership on the newspaper's design staff

### CIVICITY INITIATIVE | UX Consultant & Design Intern

- + Comprehensive life-cycle product design for local civic engagement nonprofit including UX analysis of website & print materials
- + Print and web infographic design & content
- + Proposed various social media strategies & marketing plans
- + Leading survey development to assess community engagement as a whole

### CITIZEN INTERACTION DESIGN | Usability Researcher

- + Lead content analysis, research design, interview administration and survey design & analysis
- + Headed usability assessments for every county website in state of MI
- + Interrogated county-level civic tech & synthesized recommendations to improve government service design

### JOURNAL OF POLITICAL SCIENCE | UX Consultant

- + Conducted user and stakeholder research to design options for the Journal's web presence prioritizing accessibility and mobile response
- + Liaised between development team and editorial team in both communications as well as project manager roles

## EDUCATION

### UNIVERSITY OF MICHIGAN

B.S. Information Science  
emphases in User Experience,  
Analytics, Entrepreneurship &  
Political Science  
GPA: 3.7/4.0

## SKILLS

### UX RESEARCH

Card sorting, A/B testing,  
Focus groups, Survey design,  
Wireframing, Prototyping,  
Journymapping, Ideation,  
Content strategy

### UX DESIGN TOOLS

Sketch, InVision, Adobe Suite

### CODING & ANALYTICS

C++, Python, HTML, CSS,  
PHP, SQL, Splunk, SPSS

### PROJECT MANAGEMENT

Agile Methodology

## HONORS

UMSI Dean's List 2016, 2017  
University Honors 2014, 2015  
William C. Ford, Jr. Scholar  
Michigan Merit Scholar

## FUN FACTS

Enjoys roadtrips, completed two half-marathons, believes human-centric design is essential for technology to be successful