Madeline Nowicki

UX, Product & Visual Design | Civic Technology

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734-765-1001

Education

University of Michigan
School of Information
B.S. Information Science
Focus: User Experience Design
+ Significant coursework
  in Computer Science

Skills

Design & Prototyping Tools
Sketch
Invision
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Design & Research Methods
Wireframing
Rapid Prototyping
Survey Design & Analysis
Usability Testing
Journey Mapping
Needs Assessments
Persona Design
Information Architecture
Contextual Inquiry

Programming
HTML
CSS
C++
Python
PHP
MySQL

Other
Content Strategy
Editing & Writing
Social Media & Branding

Experience

Incoming Tech Intern | Nike (Summer 2017)

Web Communications Intern | Ford Motor Company
+ Developed cohesive content strategy regarding
  smart mobility & smart cities
+ Designed email, social media & SharePoint web
  presence targeting audience segments after
  conducting department-wide needs assessments
+ Grew audience 300% over twelve-week campaign

Researcher | UMSI Citizen Interaction Design
+ Conducted thorough literature review
+ Lead content analysis, research design, interview
  administration & survey analysis
+ Interrogated county-level civic tech & synthesized
  recommendations to improve government IT

Design & Digital Strategy Intern | CivCity Initiative
+ Comprehensive life-cycle product design for
  local civic engagement nonprofit
+ User-tested, iteratively prototyped & developed
  content strategy for weekly civic quiz product
+ Visual design & layout for civic coloring book
+ Print and web infographic design & content

Senior Opinion Editor & Columnist | Michigan Daily
+ Managed team of 15+ contributors to meet tight
  deadlines through editorial & writing processes
+ Implemented new media approaches to journalism

UX Consultant | Michigan Journal of Political Science
+ Wireframed and designed multiple iterations of
  mockups & user flows to meet diverse stakeholder
  requirements
+ Lead discussions between editorial team &
  developers to ensure timely, elegant web products

Researcher | Mott Children's Hospital
+ Lead data analysis & collection
+ Developed & validated surveys
+ Managed team of undergraduates