MADELINE NOWICKI

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WORK EXPERIENCE

NIKE, INC. | Business Analytics Technology Intern   2017
+ Created requirements for and code behind analytics dashboard for outbound
  supply chain data by synthesizing iterative user research with projected impact of
  over $1.4M annually
+ Presented project to all Senior VPs of Technology and to CIO, COO
+ Managed cross-functional intern team's social good project through Nike Global
  Community Impact
+ Lead UX for conceptual mobile application & intern hackathon web application

FORD MOTOR COMPANY | Email & Web Intern   2016
 + Designed and built email, social media & SharePoint web presence & content
   strategy targeting audience segments after conducting department-wide research
 + Grew audience 300% over twelve weeks and presented to audience of 100 people
 + Proposed innovative solutions for multiplatform content distribution

MICHIGAN DAILY | Innovation Team & Senior Editor   2015-present
+ Managed and recruited team of 50+ writing contributors to meet tight deadlines
+ Created infographics and monitored analytics for reader engagement
+ Lead special projects focused on hot-button topics through immersive multimedia

PROJECTS

SHAPIRO DESIGN LAB | Resident & Partner   2017-present
+ Defined problem spaces within civic technology and built out Chrome extension to
  illuminate local governmental information
+ Designed infographics and email marketing campaigns
+ Led and planned design thinking, ideation, and participatory design workshops

CIVCITY INITIATIVE | UX Consultant & Design Intern   2016-17
+ Usability assessment and information architecture consulting for local nonprofit
+ Designed infographics and content as well as strategic plans for print, web & social

YELP Project for SI 422 | UX Researcher   2017
+ Conducted full usability assessment of Yelp.com for senior research course using usability interviews, card sorts, competitive
  analysis, interaction maps, heuristic evaluation, personas and scenarios, preference testing, survey analysis & paper prototypes

HOMIES APP Project for SI 482 | UX & Product Design   2017
+ Collaborated on full lifecycle product design for student housing application for submission to CHI 2018 via senior design course

CITIZEN INTERACTION DESIGN | Usability Researcher   2016-17
+ Lead content analysis, research design, interview administration and survey design and 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   2016
+ Conducted user & stakeholder research to design options for the Journal's website prioritizing accessibility & mobile experience
+ Communicated between development team and editorial team in both communications as well as project manager roles

MICHIGAN MEDICINE | Service Design & Research   2014-16
+ Piloted and validated a new service design of ambulatory pharmacy ordering and family centered rounds in pediatric hospital setting
+ Designed & conducted surveys and interviews, collected & analyzed data, created visualizations, and presented to stakeholders

EDUCATION

UNIVERSITY OF MICHIGAN
School of Information
B.S. User Experience Design
Emphasis in Entrepreneurship
GPA 3.65/4.00

SKILLS

UX RESEARCH METHODS
Card sorting, A/B testing,
Focus groups, Wireframing,
Prototyping, Journeymapping,
Interviews, Content strategy,
Storyboarding, Affinity mapping

UX DESIGN TOOLS
Sketch, InVision, Adobe
Creative Suite

CODING & ANALYTICS
C++, Python, HTML, CSS,
PHP, SQL, Splunk, SPSS

LEADERSHIP

+ Instructional Aide
+ Information Alliance for
  Community Development
+ School of Information
  Bachelor's Association