Maddison Nielsen

INTERACTION DESIGNER

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PROJECTS

SANTA MONICA COLLEGE x CICLAVIA | FALL 2023 (16 WEEK PROJECT)
Marketing Campaign Designer

- Developed marketing strategies focused on storytelling & event impact
- Filmed high-quality interviews, edited into small, easily share-able segments
- Created an interactive experience on a busy event day engaging with 100+ attendees to collect and produce content

SANTA MONICA COLLEGE x MACHER | SPRING 2023 (16 WEEK PROJECT)
Product Designer — The BFF Luggage Tag & Mobile App

- Developed a luggage tag product based on clients needs, heeding a mission of sustainability including researching materials and a variety of form factors.
- Built a companion photo album app integrated into the luggage tag to create a unique experience for the user that promoted community sharing.

SANTA MONICA COLLEGE x CICLAVIA | FALL 2022 (8 WEEK PROJECT)
Product Designer — SimpleSign App & 3D Prototype

- Identified a need for a parking system with easy-to-read signage, understandable language, and more context about parking rules.
- Leveraged innovative features such as a digital sign and a user-friendly website to ensure folks of all kinds have easy access to parking information.

EXPERIENCE

SUMMER 2022 | LOS ANGELES, CA
Snap — Design Academy Scholar

- Participated in a 2-week sprint to design a storytelling space & discussion prompts for individuals affected by mass incarceration to find support in the community and decrease stigma within the Snapchat App
- Developed design & professional skills during a 10-week curriculum

JUNE 2022 — PRESENT | INTERNATIONAL
Graphic & Web Design Freelance

- Illustrated marketing materials for live performances, sales deck creation, social media content creation, web development
- Notable Clients: NewRockstars, UCB Theater, Staatstheater Kassel

EDUCATION

SANTA MONICA COLLEGE, SANTA MONICA, CA | FEBRUARY 2017 — PRESENT
B.S. Interaction Design & A.A. Liberal Arts

ARIZONA STATE UNIVERSITY, TEMPE, AZ | AUGUST 2012 — MAY 2014
B.S. Journalism & Mass Communication (incomplete)

SKILLS & METHODS

User Interface Design
Illustration
Graphic Design
Motion Graphics
Design Research
Video Production & Editing
Front-End Development
Project Management
Pitching
Prototyping
Wireframing
Usability Testing
Heuristic Evaluation
Sketching
Stakeholder Interviews

DESIGN TOOLS

Adobe Suite
Autodesk Fusion 360
Figma
Github
CSS/HTML/Javascript
Python
...and many more!

VOLUNTEER EXP.

KCRW, Los Angeles, CA
FEBRUARY 2017 — PRESENT
Studio Volunteer

Los Angeles LGBT Center
JUNE 2018 - JUNE 2019
Voter Registration Canvasser

INTERESTS

MUSIC // FILM // PODCASTING // RADIO // JOURNALISM // HISTORY // GAMING // TECH // EDUCATION