About me

# Home page version

Purva Sane

UX Accessibility Designer at FedEx Services (Memphis, TN)

* **What are your strongest suits?**
  + Keep it professional, do not list generic personal traits
  + Instead of stating banalities, go for specifics
  + “High-fidelity prototypes are my bread and butter.”
* **Why are you passionate about UX?**
  + Don’t just say “I am passionate about…”
  + Specify exactly what part of UX you are passionate about and why
* **How much experience do you have**
  + If possible, identify as a junior, mid-level, senior, etc.
  + Mention notable projects and your role within those projects
* 1. What are you currently doing ([in regard to your career](https://www.thebalancecareers.com/career-path-definition-with-examples-2059765)) and how did you get there?
* How does your background make you unique?
* Madison Blackstone is a director of brand marketing, with experience managing global teams and multi-million-dollar campaigns. Her background in brand strategy, visual design, and account management inform her mindful but competitive approach.
* 2. In terms of the work you do, what aspects are you most passionate about and why?
* Share what you love most about your work.
* Madison is fueled by her passion for understanding the nuances of cross-cultural advertising. She considers herself a ‘forever student,’ eager to both build on her academic foundations in psychology and sociology and stay in tune with the latest digital marketing strategies through continued coursework and professional development.
* 3. What do you consider some of your biggest professional and personal accomplishments?
* How did your attributes contribute to those accomplishments? Be as specific as you can.
* Her hunger for knowledge and determination to turn information into action has contributed to her most recent success at Rockwell Group. There, she led international award-winning campaigns for heavy-hitting brands such as Puma, Gucci, and Rolex.
* Meanwhile, she vastly improved the productivity of her department by implementing strategic project management methods and ensuring a work-life balance for her team. Madison believes mindfulness in the workplace is key to success, a tenet she lives out through her interests in yoga, meditation, gardening, and painting.
* 4. What are you looking for right now?
* If you’re [job seeking](https://www.thebalancecareers.com/job-search-4161939), considering a [career change](https://www.thebalancecareers.com/tips-for-a-successful-mid-career-change-4083208) or looking to take on [projects or gigs](https://www.thebalancecareers.com/how-to-turn-freelancing-into-a-career-2060769), mention it in your statement. Include [your email address](https://www.thebalancecareers.com/how-to-set-up-a-job-search-email-account-2061887) in the last sentence, so it’s easy to get in touch with you.
* Madison is currently working as a freelance marketing director and is always interested in a challenge. Reach out to madisonblackstone@gmail.com to connect!