

Madison Ferguson

Reno / Remote

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madisonbytes.com

Experience

Bloc.Thinkful + Designer Track

Graduated Sept. 2020

+ Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and Front-end development.

+ Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer.

Web Designer + E-Commerce Manager

Ferino Distillery

October 2019 - Present

+ Redesigned website and e-commerce to increase online traffic and product ordering during virus-related shutdowns.

+ Managed e-commerce and overall inventory of retail product.

+ Assisted in product creation based on customer feedback and client brand.

Toolbox

UX & UI

Experience Mapping

User Interviews

Personas

Wireframing

Prototyping

User Flows

Style Guides

Copywriting

Design Exploration

Usability Testing

Adobe Illustrator

Adobe Photoshop

Figma

Invision

Front End

HTML5

CSS3

Javascript

Git

GitHub

Misc

Agile

Lean UX

Deep Work

Sense of Humor

Education

University of Nevada-Reno

GPA: 3.5

Reno, NV

B.S. Biology (May 2019)

Awards & Honors

Deans List (2018 + 2019)

International Undergraduate Research
Award (Spring 2018)

Extracurricular

Northern Nevada SPCA Vaccine Clinic
Volunteer (2018 - Present)

Pre-Physician Assistant Club - Events
Coordinator (2018)