

CATHLEEN MADRONA

UX/UI DESIGNER

GET IN TOUCH

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SKILLS

- Research planning
- Participant recruitment
- Surveys
- User interviews
- Usability tests & reports
- Journey mapping
- Information architecture
- Heuristic evaluation
- Problem solving
- Sketching & wireframing
- Design systems
- Prototyping
- Data analysis
- Card sorting
- Presentation skills
- Workshop facilitation
- Empathy

TOOLS

- Adobe Creative Suite
- Google Forms, Slides & Sheets
- Survey Monkey
- Figma
- Procreate
- Miro
- InVision
- SquareSpace
- HTML5/CSS
- Javascript
- JQuery

SUMMARY

An Atlanta-based UX/UI designer creating inclusive experiences, powered by evidence-based user insights and empathy. Believes that useful product design should be accessible for everyone. Communicates clearly, concisely, and proactively. Delivers solutions with a focus on great user experience while balancing data-driven goals and design cohesion.

UX/UI PROJECTS

Lead UX Researcher & UI Designer, RampUp — Sep 2021

<https://www.cathleenmadrona.com/work/ux/rampup>

- Designed study documentation, scripts, and research reports with team to inform design decisions
- Recruited and facilitated 5 participants for remote usability study, leading all communications via email for scheduling
- Created design system and mobile app interface with compliance to WCAG guidelines

Lead Mobile UI Designer & UX Researcher, Open Hand Atlanta — Jul 2021

<https://www.cathleenmadrona.com/work/ux/openhand>

- Conducted heuristic evaluation and an element analysis among competitors to inform the information architecture on Open Hand Atlanta's website
- Created ideal user journey for the beneficiary sign-up experience
- Designed the mobile website interface informed by original website usability study, resulting in a 97% task completion rate

WORK EXPERIENCE

Partnerships & Member Experience Manager, Tech Square ATL Social Club

Nov 2019 - Jul 2021

Spearheaded community cultural and experience strategy, creating and maintaining relationships across technology and creative fields.

- Produced community programs and events informed by member relationships and data insights
- Designed and wrote promotional marketing and program materials to implement member-driven content strategy; developing scalable brand standards
- Developed and launched member engagement tools informed by qualitative data from user interviews and testing

Co-Founder & Brand Marketing Director, Condom Couture ATL (Planned Parenthood)

Mar 2019 - Nov 2019

Condom Couture ATL 2019 is the inaugural fashion runway show benefiting Planned Parenthood Southeast Advocates.

- Created design guidelines and visual components used in printed and digital materials such as flyers, social media posts, and the nonprofit event website
- Led and implemented all marketing and branding efforts that generated over \$20,000 in sponsorship and ticket sales for the event

Marketing Manager & Customer Support Lead, Makeswift

Oct 2017 - Feb 2019

Managed all technical customer support requests that came through in-app chat and email.

- Translated customer feedback into product marketing content (such as newsletters, in-app notifications, landing pages) and product strategy
- Produced and facilitated digital marketing workshops in co-working spaces across Atlanta

EDUCATION

- UX/UI Bootcamp Certificate: Georgia Institute of Technology — 2021
- A.S. Fashion Merchandising: Los Angeles Trade Technical College — 2012-2014