

Madeleine Dailey

UI/UX Designer

(828) 773-4754 | maddiedailey4436@gmail.com

Boone, NC | portfolio.com | in/

UI/UX Designer with a background in cognitive psychology and behavioral research who wants to identify core problems and understand why and how people interact with products and services the way they do. I am energized by and have experience in cyclical workflows, collaborative and empathetic thinking, and end-to-end project management.

Skills

UX Design | Wireframing, Prototyping, Color Theory, Visual design, User interface design

UX Research | User interviews, User experience research, Usability testing, Competitive Analysis

Tools | Figma, Google Suite, Excel, Adobe

Professional Experience

P5 Client company name | UX title | Remote Month Year - Month Year

- Describe one deliverable you designed/created, with what specific methodology/skill/tool, and why it matters/what were the results
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MHAction | Investor Relations Researcher (Contract) | Washington, DC; hybrid September 2023 - January 2023

- Scheduled and attended meetings with congressional staffers to solicit endorsement for Bill SS204, advocating for legislative support and driving momentum for policy change in the housing affordability crisis
- Researched, drafted, and completed a policy brief on corporate real estate entities to illuminate the housing affordability crisis for mobile homeowners, effectively informing investors and supporters and mobilizing funding for MHAction's initiatives

New York Puzzle Company | Project Manager | New York, NY October 2022 - September 2023

- Formulated and executed dynamic marketing and sales strategies, propelling total sales revenue to surpass \$700,000 within a three-month period. This achievement underscores strategic prowess and leadership in driving substantial business growth
- Introduced innovative data-driven market research methodologies, resulting in meticulously crafted sourcing plans for third-party vendors. This initiative significantly enriched product offerings at sales points and expanded market reach to local areas, yielding remarkable sales growth and elevating brand presence
- Led comprehensive end-to-end project management, ensuring seamless coordination and timely project completion. This leadership fostered a collaborative work environment, driving team efficiency and facilitating the achievement of project objectives

UX Design Projects

Netflix Mobile App Redesign | Your role or title | Desktop redesign Month Year - Month Year

- Describe one deliverable you designed/created, with what specific methodology/skill/tool, and why it matters/what were the results
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- Example: Upgraded browser-based EHR scheduling task flow and UI, resulting in a 40% increase in the scheduling feature's usability score.

Project name | Your role or title | Quick project context (Ex: Responsive e-commerce website) Month Year - Month Year

- Describe one deliverable you designed/created, with what specific methodology/skill/tool, and results
- Ex: Delivered high-fidelity 45-screen prototype and hand-off document in Figma with developer redlines for user flows, interactions, and style guide.

Project name | Your role or title | Quick project context (Ex: Responsive e-commerce website) Month Year - Month Year

- Describe one deliverable you designed/created, with what specific methodology/skill/tool, and results
- Ex: Pivoted design strategy to address user friction, resulting in a data-informed redesign set to boost SUS scores by 20%.

Education

UX Design Immersive | General Assembly | Location

Jan-April 2024

Full-time immersive UX/UI design program consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remotely with teams using Agile methodologies and iterative development.

B.A. Psychology | New York University | New York, New York

May 2022

Relevant coursework: *Social Neuroscience, Advanced Social Neuroscience, Cognitive Neuroscience, Perception, Statistics for the Behavioral Sciences, Advanced Psychological Statistics*