

# Maddie Wolford

## UX Designer

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### PROFESSIONAL SUMMARY

Having worked with marginalized communities left behind by the digital divide, I have developed a passion for advocacy and human-centered design. I am at my best when working with people to solve problems and am looking for new opportunities to use my design and research skills to make a difference.

### EDUCATION

#### Kansas State University, UX/UI Design Professional Certificate

Manhattan, KS; December 2021 - September 2022

Selected Coursework: Visual Design Essentials, UI Design Essentials, UX Design Essentials

### PROJECT EXPERIENCE

#### UX Deliverables – Monday.com

Created UX deliverables based on pre-existing and my own additional research.

- Conducted research and interviews surrounding Monday.com and its competitors. Created three personas, Journey Map, Flow chart, and site map.

#### UI Patterns Redesign – KCKPL.org

Created components and mockups for an existing product, including a style tile.

- Created web, mobile web, and native app components, mockups, and a style tile for the Kansas City Kansas Public Library.

#### Team Projects – SNKRS App

Developed UX deliverables and high-fidelity prototype in which new features were seamlessly added to current state product.

- Conducted research, user interviews, surveys, and usability tests on Nike SNKRS app. Designed in app features from sketching to high-fidelity prototypes based on research.

### PROFESSIONAL EXPERIENCE

#### KCK Public Library, Kansas, May 2017 - Present

##### Social Media Marketing Specialist

- Creates and schedules social media posts while managing a group of liaisons who submit post suggestions for creation or posts themselves.
- Developing Brand Book and Style guide for KCKPL staff to use as guidelines for posts as well as website guidelines for web and data services staff.
- Working with web and data services to rebrand and relaunch current KCKPL website and KCKPL online catalog.

##### Library Associate

- Designed compelling interactive informational presentations and displays. Univ of Cincinnati used one as a resource for a graduate class.
- Developed and designed physical promotional material for readers' engagement at the Main library branch.
- Partnered with Nelson Atkins Museum to design promotion of both our collection and the "30 Americans Art Exhibit" on loan at the Nelson.
- Collaborated with existing social media PR and boosted social engagement online and library programs.

#### Wolford Clinic, Kansas, March 2018 - October 2020

##### Social Media Marketing Manager

- Conducted product photo shoots, designed promotional materials, and curated online content.
- Spearheaded an advertising campaign resulting in Wolford Clinic's nomination as "Best Massage Clinic" in the Pitch's Best of KC 2019 edition.
- Increased online community engagement for Facebook and Instagram by 80%. Launched email marketing campaign to over 1,000+ subscribers.

### SKILLS

#### Soft

- Visual Thinking
- Active Listening
- Diffusing Difficult Situations
- Soliciting Positive Interactions

#### Design

- UX Strategy
- User Flows
- Concept Sketches
- Experience Mapping
- Wireframes / Prototyping
- Mockups
- Design Systems
- Branding

#### Research

- User Interviews
- Usability Testing
- Persona Hypothesis
- Competitor Analysis
- Tree Testing

### TOOLS

#### Design

Figma, Illustrator, Canva, Photoshop, Miro

#### Project / Product Management

Trello Monday, Microsoft Office, Canvas, Zoom, Slack