

Madison Poe

UX/UI Designer in
Chattanooga, TN

mpoe1993@gmail.com

<https://uxfol.io/madisonpoe> | (251) 214-5180

Skills

Design

Personas
Storyboarding
Interviewing
Competitive analysis
Informational architecture
Wireframing
Rapid prototyping
Usability testing
Figma
Miro
InVision
Illustrator
Photoshop

Other

Google AdWords
Facebook Ad platform
Twitter Ad Manager
Instagram
LinkedIn
Mac and PC
Microsoft Office
Salesforce
Basic HTML

Teaching English as a Foreign

Language

Teaching Assistants Program in
Saint-Raphael, France
2015-2016

Education

Auburn University

Bachelor of Arts
2015

Université Catholique de l'Ouest

Study Abroad - Angers, France
2014

Experience

The Guac Group

UX/UI Designer May 2021 - Present

Design end-to-end experiences catering to the firm's clients, in collaboration with other team members

Develop user personas, usability requirements, use cases, and scenarios to articulate the solution experience

Design intuitive and simple user interfaces for mobile solutions, producing journey maps, storyboards, mockups, and conceptual models

Iteratively prototype designs using research insights and user feedback

Prototype high fidelity wireframes using Figma and Invision

Utilize various cognitive techniques to evaluate user interfaces with end-users to refine the UI to ensure it complements the user's task, environment, profile, and needs

Springer Nature

Marketing Manager Jan 2021 - June 2021

Develop and implement a marketing strategy for a portfolio of 24 partnership journals

Integrate marketing plans through a variety of channels including (but not limited to): social media, paid search, email, in-house advertising, conferences and sponsorships, and events

Analyze the effectiveness of these marketing channels with Google Analytics and Data Studios, and report on these regularly against agreed KPIs; maintain a culture of continuous improvement

Develop and maintain relationships across our global company with internal stakeholders

Work with the external partnership stakeholders to tailor our marketing strategy to their needs while providing detailed, custom data to support

Springer Nature

Associate Marketing Manager May 2018 - Jan 2021

Strategize and develop content with editorial teams for campaigns

Implement campaign content across various advertising platforms