

## Madison Poe

UX/UI Designer based in  
Chattanooga, TN

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## Skills

### UI/UX & Product Design

Personas  
Storyboarding  
Interviewing  
Competitive analysis  
Informational architecture  
Wireframing  
Rapid prototyping  
Usability testing  
Figma  
Miro  
InVision & Freehand  
Adobe Illustrator  
Adobe Photoshop  
Axure RP  
Principle  
Sketch

### Other

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

### Teaching English as a Foreign Language

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

## Education

### UX/UI Foundations

Avocademy  
2021

### Auburn University

Bachelor of Arts  
2015

## Experience

### HCA Healthcare

#### UX/UI Designer

Nov 2021 - Present

Design impactful solutions that improve consumer-facing user experience

Problem-solve with the ability to analyze situations, identify existing and potential problems and recommend user-friendly solutions

Solution and design responsive content for web, mobile, and native environments

Handle ambiguity, work independently and collaboratively within a team, and switch rapidly between different projects in a fast-paced environment

Collaborate with other teams and departments in the enterprise to design the best solution

Present research and solutions to business stakeholders and recommend UX best practices while advocating for the users' goals and needs

### Moment Studio

#### Freelance UX/UI Designer

May 2021 - Nov 2021

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

January 2021 - June 2021

#### Associate Marketing Manager

May 2018 - December 2020

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

Integrate marketing plans through a variety of channels including 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