



madeline m bey

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## senior user experience & product designer

Accomplished Senior Product & UX Designer with 10 years of experience driving engaging, high-impact products and experiences across various industries and products, including e-commerce, design systems, web, mobile, and enterprise applications. Team leader able to spearhead and execute product design from concept to completion. Expert in leading workshops, evangelizing design, influencing lean UX methods and user-centricity, forming product strategy, and driving organizational change.

### areas of expertise

UX/UI | Graphic & Visual Design | Front-end Development | Product Roadmaps | Go-To-Market Strategies | Market Feasibility | Value Propositions | User Stories | Design Systems | Information Architecture | Designing for Accessibility | Ideation & Prototyping | Responsive Design | Wireframing | High Fidelity Mock-ups | User Journeys & Flows | Experience Maps | User Research | Personas | User Testing | Quantitative & Qualitative Data Analysis | A/B Testing | Google Analytics | Certified SAFe® 5 Agilist | Lean UX | Agile & Scrum Methodology | Design Sprints

### technical skills

**Design Software:** Figma | Sketch | Axure | Adobe Creative Cloud | Invision | Abstract | Plant

**Development Software:** Zeplin | Storybook | TFS | Jira | Confluence | BitBucket | Microsoft Visual Studio | VS Code

**Languages:** HTML5 | CSS3/Sass/LESS | React | JavaScript | jQuery | Bootstrap

### professional experience

Rediker Software | Hampden, Massachusetts

September 2017 - February 2021

#### Senior User Experience Designer

Served as the first UX Designer in the building of a new 30+ person, in-house DevOps team for the next-gen SaaS products for the PK-12 public, private, Catholic, charter, and international school sector. Collaborated with Product Owners, Lead Developers, the President, and CTO to champion innovation and product strategy and development. Built and oversaw a four person UX team across four agile development teams; established lean user-centric team goals, workflow, and processes to drive the growth of the UX team within an Agile environment.

#### Key Achievements

- + Valued member of cross functional agile team to create the following products: student information system (SIS), learning management system (LMS), school admission software and other school management software.
- + Created and managed the shared design system across multiple applications ensuring high-visibility and widespread use across the company.
- + Mentored junior designers in product design standards, technical feasibility, front-end coding, user research and testing, lean UX and Agile methodologies.
- + Ideated in low fidelity (sketches/wireframes), prototyped in Axure and code to test, and created high fidelity mock-ups via the design system.
- + Recognized as the Design SME for developers on technical feasibility, problem-solving, and back-end technical information.
- + Drove discovery and framing activities and facilitated workshops with key stakeholders.
- + Spearheaded user research initiatives through stakeholder/user interviews, site visits, card sorting, journey maps and surveys and synthesized research to create personas and scenarios to inform design decisions.
- + Conducted user testing, including test planning, recruitment, moderating, analyzing results, and presented findings to stakeholders and teams.

TicketNetwork | South Windsor, Connecticut

October 2011 - September 2017

#### UX Designer UX Design Team | 2012- 2017

Served as a Founding UX Design Team member and Lead UX Designer for products and e-commerce teams. Led the UX team to be an integral part of the Agile environment. Coordinated data-driven iterative wireframes, prototypes, and mock-ups. Developed HTML/CSS/LESS and JavaScript for responsive designs to deliver optimal products within the established time-frame.

#### Key Achievements

- + Successfully pioneered internal organizational change to advocate for UX and clean, efficient front-end code in the SDLC.
- + Drove UX for TicketNetwork's Checkout Platform; product received +745 points (200 higher than the perfect checkout on the usability audit) from Baymard Institute, adoption by thousands of websites, and a 25%+ conversion rate on top 2 retail sites post-release.
- + Transformed the front-end for the flagship TicketNetwork.com site during 'quick wins' resulting in 1% increase in conversion.
- + Served as a TicketNetwork HTML Instructor (Spring 2014); taught a 6-week course in Beginner HTML/CSS to 12 professionals.

**Lead Web Designer & Front-End Developer** TicketLiquidator.com | 2012

Served as the Lead Web Designer and Front-End Developer for the company's top-performing e-commerce website.

**Key Achievements**

- + Increased the conversion rate by optimizing HTML/CSS, improving website design, graphics, and layout, and partnering with the website owner, software engineers, and content developers.
- + Designed and launched promotional email and social campaigns to increase ticket sales for TicketNetwork/TicketLiquidator.
- + Produced branded concert, sports, and theater images and designed landing pages for special events and promotions.
- + Elevated the creative quality for the company's brand by adding graphics to customer emails to attract interest and improve click rates.

**Web Designer** Web Support Team | 2011-2012

Created, edited, and ran 1000s of e-commerce websites for ticket brokers and clients while serving as the Lead Web Designer of the Web Support Team. Leveraged subject matter expertise in Graphic Design, HTML, and CSS.

**Key Achievements**

- + Achieved the highest close rate on support tickets.
- + Consistently improved team efficiency.

Kirschenbaum Productions LLC | New York, New York

March 2011 - October 2011

**Web Designer**

Collaborated with Emmy Award-winning filmmaker Gayle Kirschenbaum on multiple projects, including newsletters, emails, identities, and websites.

**Key Achievements**

- + Leveraged passion for graphic design and front-end coding by improving the coding and functionality of websites from the perspective of design and the end user.

**education & certifications**

**University of Connecticut** | Storrs, Connecticut

May 2009

Bachelor of Fine Arts, Communication Design

Honors: Gloria Gill Photography Award, Joseph L. Baum Scholar, and Ruth Clark Estate Scholar

Activities: Women's Collegiate Rowing Division | 2004-2008

**Certified SAFe® 5 Agilist** | Scaled Agile

2021