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senior product designer & ux strategist

Senior Product Designer & UX Strategist with 15+ years of experience helping organizations simplify complex workflows, align cross-functional teams, and transform ambiguous product challenges into scalable solutions. Proven success across enterprise SaaS, HR technology, payroll, compliance, education technology, e-commerce, and marketplace platforms. Combines product strategy, user-centered design, and technical understanding to improve customer experiences, accelerate delivery, and drive measurable business outcomes. Experienced in AI-enabled product initiatives, design systems, stakeholder facilitation, and leading teams through complex product decisions.

areas of expertise

Product Strategy	Research & Validation	Enterprise Experience Design	AI Technologies	Leadership & Delivery
+ Product Discovery	+ User Research	+ Complex Workflow Design	+ AI Product Discovery	+ Agile Methodologies
+ Workshop Facilitation	+ Usability Testing	+ Information Architecture		
+ Stakeholder Alignment	+ Quantitative & Qualitative Research	+ User Flows	+ AI-Assisted Design Workflows	+ Lean UX
+ User Stories	+ Journey Mapping	+ Wireframing	+ Claude Code & Design	+ Design Sprints
+ Requirements Definition	+ A/B Testing	+ Prototyping		+ Cross-Functional Collaboration
	+ Product Analytics (Pendo, Google Analytics, HotJar)	+ Accessibility (WCAG)	+ Figma Make	+ Mentoring
+ Product Roadmaps		+ Design Systems		+ SAFe Agile

technical skills

Design Software: Figma | Claude Design | Sketch | Axure | Adobe Creative Cloud

Development Software: GitHub | VS Code | Storybook | Jira | Confluence | BitBucket | Microsoft Visual Studio

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

professional experience

PrismHR | Hopkinton, Massachusetts

January 2022 - April 2026

Senior User Experience Designer

Partnered with product, engineering, and stakeholders to design scalable solutions across enterprise HRIS platforms, employee portals, and manager self-service experiences, translating ambiguous business needs into actionable product direction for PEO providers and their clients.

Key Achievements

- + Simplified complex workflows across payroll processing, compliance management, employee self-service, and manager administration experiences, improving efficiency and reducing friction for multiple user groups.
- + Led nationwide onsite user research initiatives, conducting contextual interviews and workflow discovery sessions to uncover pain points, validate product direction, and strengthen stakeholder alignment.
- + Helped shape the product vision and user experience strategy for AI-powered initiatives, translating business opportunities into practical, user-centered workflows.
- + Facilitated discovery workshops, workflow mapping, user research, and cross-functional alignment efforts that reduced development churn and accelerated product delivery.
- + Created and maintained shared design system components, improving consistency, scalability, and design-to-development efficiency across the platform.
- + Mentored junior designers and served as a trusted partner to product managers and engineers, helping elevate design quality, collaboration, and team effectiveness.
- + Leveraged product analytics (using Pendo), user research, and customer feedback to validate assumptions, guide product decisions, and identify opportunities for increased adoption.
- + Contributed to product initiatives during a period when company NPS improved from -14 to 51, reflecting significant gains in customer satisfaction and product experience.
- + Supported product enhancements that helped sales teams consistently exceed annual targets following release through improved demo experiences, workflow efficiency, and product usability.

Rediker Software | Hampden, Massachusetts

September 2017 - February 2021

Senior User Experience Designer

Hired as Rediker Software's first UX Designer to help establish a user-centered product organization and support the company's transition to next-generation SaaS products serving K-12 schools worldwide.

Key Achievements

- + Built and mentored a four-person UX team, establishing Lean UX processes, research standards, and design workflows across four agile development teams.
- + Partnered with executive leadership, product owners, and engineering leaders to define product strategy and guide the user experience vision for a new suite of education technology products.
- + Created and scaled a shared design system used across multiple applications, improving consistency, collaboration, and delivery efficiency.
- + Led user research, site visits, discovery workshops, and usability testing initiatives that informed product direction and reduced risk prior to development.
- + Facilitated cross-functional alignment between product, engineering, and business stakeholders, helping teams make informed decisions and move from concept to execution more efficiently.
- + Served as a trusted advisor on technical feasibility, workflow design, and user-centered product strategy across multiple initiatives, including SIS, LMS, admissions, and school management platforms.

TicketNetwork | South Windsor, Connecticut

October 2011 - September 2017

UX Designer

Founding member of the UX team responsible for establishing user-centered design practices across TicketNetwork's marketplace and e-commerce products. Partnered with product, engineering, and business teams to improve conversion, optimize user experiences, and integrate UX into the product development process.

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 and improved team efficiency.

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 I 2004-2008

Certified SAFe® 5 Agilist | Scaled Agile

2021