

# Madison Bonds

## Senior UX Designer

### WORK EXPERIENCE

#### Senior UX Designer @ Spectrum

Jan. 2024 - present

*Leading design and strategy of internal employee tools and agency partner interfaces, from inception to launch. Delivering solutions that streamline users' day-to-day tasks while adhering to the business requirements and brand identity of Spectrum products.*

#### UX Design Tutor @ CareerFoundry

Dec. 2020 - present

*Preparing aspiring designers for a career in UX, by ensuring they have a fundamental understanding of UX concepts, deliverables and best practices.*

- Mentored and provided industry advice to over 40 students throughout their course journey.
- Delivered constructive feedback for over 2,000 student submissions.
- Helped over 45% of students land a UX opportunity.

#### UX Designer @ Kalkomey Enterprises

May 2021 - Nov. 2023

*Led design and research for Kalkomey EDU & Growth. Collaborated with product, engineering, marketing and CX to define KPIs, product requirements and conversion rate optimization strategies.*

- Spearheaded the EDU registration and payment process redesigns, resulting in a 7.4% increase in EDU's YOY sales.
- Launched the redesign of Boat-Ed's landing page, resulting in a 25%+ EDU revenue increase compared to the prior year.
- Developed and maintained 2 design systems, which helped boost the UX team's performance by 30%.

#### Product Designer @ Alabama Forward

Jan. 2021 - June 2021

*Directed a team of 4 designers in the creation of 2 campaign websites for Alabama Forward.*

- Defined branding and maximized the team's efficiency by constructing Alabama Forward's 1st design system.
- Facilitated stakeholder and user interviews to gauge the state of Alabamian's participation in civic engagement.
- Encouraged increased participation by implementing blog and event sharing features.

### CONTACT

madibonds.com

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Open to any location in the U.S.

### EDUCATION

#### University of Texas at Arlington (UTA)

BA of Arts in Communication Technology

Magna Cum Laude

### TOOLS

Sketch, Figma, Adobe XD, Axure RP, Adobe Illustrator, Miro, InVision, Zeplin, HTML, CSS, Microsoft Office, Hotjar, UsabilityHub, [usertesting.com](https://www.useitesting.com).

### SKILLS

**Research:** User Research, Market Research, User Interviews, Stakeholder Interviews, Heuristic Evaluations, Surveys, Card Sorting, Content Auditing

**Synthesis:** Affinity Mapping, Storyboarding, User Personas

**Ideation:** Information Architecture, Journey Maps, User Flows, Sketches, Low-fidelity & Hi-fidelity Wireframing

**Implementation:** Design Systems, Prototyping, Usability Testing, A/B Testing, Design Iterations

**Other:** User-Centered Design, Interaction Design, App Design, Visual Design, Mockups, Responsive Mobile Design, Product Design, WCAG Accessibility, Rapid Prototyping, B2B, B2C, SaaS