

Madison Bonds

Senior UX Designer

Hello! I'm a Senior UX Designer with a proven track record of leading end-to-end designs for complex digital products used by millions.

I'm an expert in translating ambiguous requirements and business goals into intuitive, user-friendly experiences that drive significant revenue growth and user engagement.

I operate as a strategic leader who elevates team performance by building scalable design systems, mentoring junior talent, and fostering a culture of collaboration across engineering, product, and marketing.

Contact Info

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Education

Bachelor of Arts in Communication
Technology (UX Design Focus)

University of Texas at Arlington
Magna Cum Laude

Skills

Tools

Figma, Sketch, Axure RP, Miro, InVision, Zeplin, Hotjar, UsabilityHub, usertesting.com

Research

User Research, User Interviews, Stakeholder Interviews, A/B Testing, Heuristic Evaluations, Surveys, Card Sorting, Content Auditing

Synthesis / Ideation

User Personas, Information Architecture, User Flows, Journey Mapping, Affinity Mapping

Implementation

Wireframing, Prototyping, High-Fidelity Mockups, User Experience (UX) Design, User Interface (UI) Design, Interaction Design, Design Systems, Usability Testing, Web Application Design, Desktop Application Design, Mobile-First Design, Responsive Mobile Design, Cross-Platform Design, Iterative Design, Design for Artificial Intelligence (AI), User-Centered Design, Product Design, Visual Design

Additional

Data Visualization, Design Principles, Cross-Functional Collaboration, Agile Methodology, Strategic Communication, Problem-Solving, WCAG Accessibility, HTML, CSS, SaaS, B2B, B2C

Experience



Senior UX Designer
Spectrum

Jan 2024 – Present

- Shaping design direction and collaborating cross-functionally with engineers, product managers, and scrum masters to translate complex product requirements into simple, seamless user experiences for multi-platform (iOS, desktop, web) AI-driven products.
- Driving collaborative efforts with stakeholders and engineers to organize thousands of data points into intuitive user interfaces, serving 91 markets and 30+ million households.
- Delivering comprehensive design specifications to engineering and business teams, ensuring flawless execution and a high standard of quality for features across desktop, mobile, and tablet devices.
- Expertly adapting and evolving existing design patterns and components, while innovating new solutions for emerging AI features, navigating ambiguity in a rapidly evolving, fragmented advertising market.
- Fostering a culture of continuous improvement by actively participating in and leading design critiques, effectively giving and receiving constructive feedback to elevate overall team output.



UX Designer Tutor
CareerFoundry

Dec 2020 – Feb 2026

- Hand-picked as a mentor to coach and review portfolio projects of aspiring designers, with over 50% of graduates securing a job in the field within 6 months.
- Mentored and guided 35+ junior UX designers through an intensive project-based curriculum, achieving a 95% course completion rate.
- Delivered personalized, actionable feedback on 56+ practical tasks per student, ensuring mastery of core UX principles and AI-augmented workflows.
- Integrated AI tools into the learning process for 5+ curriculum cycles, teaching students to leverage technology to enhance core UX design skills.



UX Designer
Kalkomey Enterprises LLC

May 2021 – Nov 2023

- Redesigned user flows for Kalkomey's integrated web applications, driving measurable improvements in accessibility and streamlining the licensing application experience for a broader range of outdoor enthusiasts.
- Spearheaded end-to-end UX designs for a suite of digital products serving millions of users, aligning users needs with business goals and increasing revenue by 25% YOY for outdoor licensing.
- Elevated team output and established UX best practices by building a scalable design system, reducing time spent on design iteration by 30%.
- Partnered with developers, marketing, QA, and outdoor specialists to translate complex requirements into intuitive user-friendly experiences.
- Conducted 50+ user interviews and usability tests, uncovering key pain points and refining designs that reduced bounce rate by 12%.



Product Designer
Alabama Forward

Jan 2021 – Jun 2021

- Shepherded 2 major pro-democracy product initiatives from conception to release by collaborating closely with engineers, researchers, and policy experts to translate complex civic issues into simple, seamless user experiences.
- Provided strategic design direction and mentorship to 3 junior designers, elevating overall output and establishing a culture of constructive critique and continuous improvement.
- Drove collaborative efforts with 20+ diverse coalition partners and community leaders to deeply understand user constraints and project objectives, breaking down complex requirements into actionable project goals.
- Produced meticulously crafted wireframes, prototypes, and high-fidelity designs for 2 statewide advocacy platforms, resulting in a 7% increase in sign ups from volunteers and civic activists.
- Navigated ambiguous project requirements and evolving policy landscapes to adapt designs for 4+ concurrent campaigns, consistently upholding a high standard of execution and polish.