

# MADELINE SULLIVAN

problem solver, dreamer, leader, and team member

*UX Designer, Researcher, Strategist*

## CONTACT DETAILS

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## SKILLS

- App Design
- Survey Design
- User Testing
- Data Visualization
- Competitive Analyses
- Web Design
- Design Thinking
- Public Speaking
- Teamwork
- Communication
- Project Management
- Leadership
- Adaptability
- Time Management
- Agile and Scrum

## TOOLS

- HTML 5
- CSS 3
- JavaScript
- InVision
- Figma
- Sketch
- Adobe Creative Cloud
- Userzoom
- Usertesting.com

## WORK EXPERIENCE

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### UX Researcher, Consumer Insights

*Gap Inc. | March 2022-December 2022*

- Planned, moderated, analyzed, synthesized, and presented qualitative research studies.
- Collaborated closely with strategy, design, and product teams.
- Led in-store and online qualitative research for new initiatives and made recommendations for expanded testing and pilot programs.

### UX Designer/Researcher/Strategist

*Citi | Dec 2019-March 2022*

- Co-lead customer engagement initiative through designing, researching, and strategizing an educational hub on app (iOS /Android) and web.
- Evaluated current user journeys and added touch points to better guide and educate consumers end to end e.g. account transactions or ATM interactions.
- Conducted design thinking workshops and strategized roadmaps, designs, and future states.
- Worked cross-functionally with developers, product owners, and design testing and iterating designs from wireframes to production.
- Created user testing briefs, participant screeners, surveys, and competitive analyses; advised testing sessions.
- Synthesized qualitative and quantitative research into digestible, insights-focused presentations for key stakeholders.

### UX Research + Design

*Hasbro | Jan 2017-Aug 2017*

- Conducted an exploration of audio-based artificial intelligence focusing on partnership with Amazon Alexa.
- Lead brainstorming, user stories, personas, user testing briefs, and analysis for Alexa Skill and animatronic toy.
- Researched and tested animatronic toys with corresponding interactive apps.
- Evaluated and advised implementations for mobile app.

## EDUCATION

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### Northeastern University

*Interaction Design BFA | Graduated 2019*

Graduated with Honors | GPA: 3.5