

# chloe madison

**Product Designer**

San Francisco Bay Area

clomads.com

## PROFILE

5 years of Product Design experience augmented by a solid engineering foundation and visual creation skills across myriad disciplines. — I create visual interfaces focused on usability and use my motion graphics skills to aid in creating detailed prototypes for developers and stakeholders. I thrive in collaborative, flexible, & focused development environments alongside other designers and developers who are excited about design.

## WORK

Product Designer / UI Developer — alphastreet.com 2015-2017

- Work directly with founders and product team for pre-funded stock investing social media startup.
- Collaborate with management to influence decisions on design for web product; process requirements; wireframe UX; curate and design visual elements; write scaffolding and styles; prototype interaction elements; relay further specs to developers.
- Plan, design, and develop marketing items including logo, landing page, and print materials.
- Design iOS mobile application under MVP guidelines - available on the App Store.

Lead Product Designer, Founder — allytees.com/queird.com 2014-Present

- Create intuitive brand and eCommerce platform to sell original apparel to the LBGT community & allies.
- Hire and manage developer for implementation of API connection to fulfillment center.
- Pivot business under new branding and expanded scope; increasing interest and brand recognition.

Product Designer, Creative Director — Silkroute Global 2012-2015

- Focused on creating mobile and web interfaces for enterprise SaaS products.
- Research, wireframe, prototype, design and develop on a multitude of mobile, web, print and video projects.
- Create complex MVPs in an agile team development environment and iterate future versions by focusing on usability through results of QA testing, A/B testing, analytics, and user feedback.
- Notable projects: 'Routes' iOS game and 'SkyPrize' hybrid coupon app — see process on clomads.com

Creative Freelancer 2011-2015

- Contract for visual media projects: mobile, web, print, video, motion graphics, digital signage, etc.
- 15+ responsive websites — 7+ mobile apps — 50+ digital cinema and live video productions

## EDUCATION

TV Broadcasting & Post Production — Specs Howard School of Media Arts 2007 & 2010

## TOOLKIT

macOS Sierra — Sketch 3, Principle, Zeplin.io, Adobe Creative Suite (CC), Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Brackets, Git, Pixate(Deprecated), Bash(Command Line)

Web/Mobile — HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, PhoneGap, KendoUI, Ionic Framework, Jekyll, Angular, Google Drive, Dropbox, GitHub

