Maddie Wright

UX and product designer

👤 Profile

Experienced UX designer creating accessible, responsive, data-driven digital experiences. Focused on the customer journey as well as bridging the gap between developers and key stakeholders in environments ranging from start-up to global enterprise. Strong background in front-end development (CSS, HTML, Bootstrap), UX research, and product management.

💼 Employment History

Lead UX designer at Kount, an Equifax company
July 2024 – present

- Optimized user journey map and Figma design of a new platform for FinTech clients looking to manage mass, global AML screenings more efficiently and accurately.
- Regularly led customer feedback sessions throughout the design and development lifecycle.
- Routinely conducted UX research and analysis.
- Produced iterative and agile UX updates based on business needs, QA and UAT session feedback.

UX design consultant (Design system & B2B) at Micron Technology, Inc.
July 2023 – July 2024

- Partnered with web and creative teams to implement a global design system using Figma for wireframing and prototyping.
- Wrote content, brand, and accessibility guidelines in AEM for content author and designer access as part of Micron's global re-branding and content migration initiatives.
- Routinely conducted UX research and analysis.
- Regularly designed product and marketing pages for product launches.

Digital experience lead (D2C & E-commerce) at Micron Commercial Products Group
March 2021 — February 2023, Boise, ID

- Teamed up with Digital Marketing director to build and onboard a cohesive team of UX designers and front-end developers.
- Designed component library for newly adopted AEM platform and trained web authors in AEM page building best-practice.
- Led design work of "tools optimization initiative" using Figma. Redesign resulted in an overhaul of the branded product-finder tools.

UX specialist at Micron Commercial Products Group
March 2019 — February 2021, Boise, ID

- Re-designed crucial.com pages for AEM migration

Details

208-917-0543

maddiechapman@outlook.com

Links

LinkedIn profile
Portfolio website

Skills

Figma

Adobe XD

User Research

Adobe Analytics

UI/UX Wireframe Creation

Design systems

Requirements Gathering

Product Life Cycle

Adobe Target

usertesting.com

HTML & CSS

- Improved E-commerce and brand presence as well as design consistency across crucial.com using Adobe XD.
- Conducted rapid user research using various research tools, specifically Usertesting.com and "Baymard Institute."

Web developer at Blossom, Boise, ID
May 2017 — May 2019

- Responsible for Credit union website wire frames.
- Responsible for front-end build using Bootstrap, CSS, and occasionally JS – led to 25+ successful website launches with positive client feedback.
- Led web-accessibility improvement initiative.
- Bootstrap, HTML, CSS, Adobe CS, JS

Intern, Website and product design at Stemfinity, Inc., Boise, ID
December 2014 — December 2016

🎓 Education

Bachelor of Applied Science in Web Development,
Lewis-Clark State College, Lewiston, ID

Bachelor of Arts in Art - Graphic Design,
University of Idaho, Moscow, ID

🎓 Courses

UX certified, Nielson Norman Group
April 2022 — April 2022, Washington DC

"Improve your UX design skills" learning path, LinkedIn Learning
March 2023 — April 2023, online

Certified Scrum Product Owner, Scrum Alliance
October 2021 — October 2021, online