



MADELINE FORTNER

User Experience Designer

DESIGN & RESEARCH

UX: Ideation & Workflow
CX: Journey Map & Process map
Wire Frames & Prototypes
Ethnographic Research
Communication & Presentations
Interviews & Surveys
Usability Testing
Data Analysis & Synthesis
Website Layout & IA
Innovation Adoption Strategy

TOOLS

Adobe XD, Adobe CS
InVision, Sketch Canva
Trello, Asana,
Wordpress, Wix, HotJar

EDUCATION

Digital Product Management

Coursera; Darden University
November 2019 - December 2019

Masters of Arts, Communication

Abilene Christian University
2017- 2019 | GPA 4.0
Focus: Organizational Development

Bachelors of Science, Social Work

Abilene Christian University
2011- 2015 | GPA 3.76
Honors, Presidential Scholar,

PROJECTS [Click here to view digital portfolio >>](#)

Document Management Feature (for SaaS Product)

Won "Best Product" - ServiceTitan Hackathon

- Led research and product design of new feature that was integrated into workflows across desktop & mobile platform.
- Developed user stories, mapped process flows, tested usability, designed UX/ UI, and pitched to Stakeholders.

Mobile App Prototype (for Education Loan Start-up)

- Custom mobile app design for education lender that provides education loans & career services for skills-based programs.
- Created wireframes, prototype, UX/UI design and branding.

Product Design & Adoption Strategy (for Bio Medical Device)

- Created 3-year market adoption strategy for new-to-world biomedical product, utilizing innovation diffusion theory.
- Identified key market segments & designed product features to increase usability drive adoption rate.
- Created targeted value propositions, based on user personas.

CX Analysis & Strategic Development Plan (for Maker Lab)

- Conducted a 6-week ethnographic study of the MakerLab analyzing user experience & team culture.
- Presented actionable steps to leadership team to improve user experience, facilitate collaboration, & collect data.

WORK EXPERIENCE

Jun 2015 - Digital Solutions Manager

Present @ Accurate Electric, Plumbing, Heating & Air

- Implements new software & digital processes to optimize business procedures & grow revenue.
- Redesigned website UX/UI added booking/chat features resulting in \$28,000 revenue/mo.
- Designed omnichannel communication strategy to improve CX (lead sites, website & social media).

Marketing Associate (10/16 - 05/19)

Project Manager (04/16 - 10/16)

Jun 2018 - Graduate Internship - Customer Experience Team

Aug 2018 @ Service Titan

- Evaluated program content & logistics to determine to identify areas to improve user experience.
- Redesigned online training curriculum
- Resulting in streamlined on-boarding & increased user-engagement..



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UX Designer

DESIGN & RESEARCH

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

TOOLS

Adobe XD
InVision
Adobe Photoshop/Lightroom
Canva
Trello
HotJar
UserIQ

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PROJECTS

SOCIAL MEDIA PRODUCER

Red Media Company | Feb 2013 - Dec 2014

- Managed social media accounts
- Created social media graphics for daily postings
- Increased social media following and clicks by 200%

COMMUNICATIONS INTERN

Rich Media Interactive | Apr 2012 - Jan 2013

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for one of the company's new products

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