



Maddie Brown

UX/UI Designer & Illustrator

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Education

University of Westminster 2019 - present
Master's Degree: Interactive Media Practice

Sheridan College 2016 - 2017
Post-Graduate Certificate: Web Design with honors

- Graduate show committee member
- Social media campaign manager

Sheridan College 2009 - 2013
Bachelor of Arts: Illustration with honors

- Awards: Co-op student of the year - 2012
- Graduate show committee member

Queen University/Q.E.C.V.I 2008 - 2009
Creative Arts Focus Program

- Awards: Art student of the year - 2009

Freelance Work

BeWhere IoT Solutions
Re-designing B2B website experience - 2019 - present

- UX discovery, wireframes & prototyping

McMaster University
Accessible Education Facility Guidebook 2017

- Illustrations

McMaster University
Accessibility Hub, a division of their Equity & Inclusion Office & FLEX Forward program 2017

- Logo design & branding

Skills

Responsive Web Design
App Design
HTML5 & CSS
JavaScript & JQuery
UX/UI Design
Survey Design
User Scripts/Interviews
Persona Development
User Flows/Journeys
Wire Framing
Copy Writing
Data Visualization
Prototyping
Illustration/Fine Art

Software

Photoshop
Illustrator
InDesign
Dreamweaver
After Effects
Sketch
Axure
Figma
Flinto
Balsamiq
Realttime Board
InVision
Lookback
WordPress

About Me

It is my passion to create authentic engagement using user centered design and illustration. Making connections and conversation through imagery and research is something I've committed my life to. I embrace where design and technology are heading and live to learn and try new things.

Work Experience

2017 - 2019

Publicis Digital (Formerly Publicis Nurun)
May 2017 - 2019
Senior UX/Experience Designer

- Presenting concepts to stakeholders
- App design
- Discovery exercises (Competitive audits, User journeys, Stakeholder Interviews, User testing/user scripts)
- Wire framing & prototyping

2017 - 2015

Muse Marketing Group
February 2015 - April 2017
Senior Designer & Illustrator

- Client branding (digital & printed materials)
- Product design
- Stakeholder discovery workshops
- Website maintenance
- Info-graphics

2015 - 2014

Invidiata Real Estate
April 2014 - January 2015
Graphic Designer & Event Planner

- Designing brochures, business cards & magazine layouts
- Open house & event planning

2014 - 2013

Pattison Outdoor Advertising
June 2013 - April 2014
Graphic/Motion Designer & Project Manager

- Animated ads for the TTC
- Illustrations & screen designs for the Ripley's Aquarium in Toronto
- Project manager for TFO (French Television Network) kiosk campaign