

Madison Mitzel

UX/CX Strategist, Background Actor, Coordinator
madison.mitzel@gmail.com | Currently: Wilmington, NC

EDUCATION

PURDUE UNIVERSITY
B.S. IN RETAIL MANAGEMENT
West Lafayette, IN

SKILLS

- Figma
- Miro
- Adobe XD/Creative Cloud
- Wireframing
- User Testing
- Prototyping
- UX Design
- Sketch
- CSS/HTML
- Customer Service
- Procurement
- Strategy
- Horse Riding
- Sailing
- Acting
- Singing
- Piano

CERTIFICATES

- Modern Web Design from Gymnasium
- UX Fundamentals from Gymnasium
- Team Essentials in AI from IBM
- Design Thinking from IBM
- Mapping and Diagramming from Miro

EXPERIENCE

TERAKEET | UX DESIGNER

June 2023 – Present | Remote

- Work collaboratively with SEO Analysts, content specialists, leads, account managers, and project managers to evaluate customers' websites and make recommendations that enhance the user experience and increase conversions.
- Document client needs and goals to develop and optimize their websites to drive user engagement.
- Wireframe design concepts based on qualitative and quantitative research to present to clients.
- Analyze competitors via usability heuristics or onsite user behavior via website analytics and heat mapping data to identify areas of improvement.
- Effectively communicate UX deliverables and research findings to internal client teams.

NETFLIX - KIMMIE STEWART CASTING | BACKGROUND ACTOR

November 2023 – December 2023 | Wilmington, NC

- Background Actor for Season 4 of Outer Banks.

BLUEACORNICI | UX STRATEGIST

June 2022 – June 2023 | Remote

- Completed designs for Eddie Bauer for a new checkout process and designs to make the website more personalized to consumer rewards. Help come up with new ideas for their PLP, PDP, and checkout pages to make it more a seamless experience for users.
- For our client Paychex, complete monthly unmoderated user testing, write scripts, analyze user testing data, present findings to the client, and come up with new design ideas on how to implement the findings.
- For our client Floor and Decor, provide design ideas for A/B testing.
- Completed a UX overhaul for Atrium (Pure Encapsulations) including a heuristics audit, content audit, Information Architecture, Competitive Analysis, and landing page best practices, and presented all findings to the client.
- For our client Bluemercury, helped with user testing, personas, and journey mapping in UX overhaul. Helped come up with future test ideas for A/B testing, and completed some design ideas based on what they wanted.
- For our client NBC, helped with new UX improvements.

INFOSTRETCH | ASSOCIATE UX DESIGNER

April 2021 – May 2022 | Chicago, IL

DRIZLY | CUSTOMER SERVICE REPRESENTATIVE / CORPORATE ACCOUNT SPECIALIST

Oct 2019 – March 2021 | Denver, CO

MEDMEN | NON-MERCH STRATEGIC SOURCING AND PROCUREMENT COORDINATOR

April 2019 – April 2020 | Culver City, CA