

# Madison Johnston

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## **PROFESSIONAL SUMMARY:**

Recently graduated from an 11-month UX/UI Certificate Program. Learned how to use Figma to create responsive websites and apps and able to Prototype. Worked individually and in teams to create websites, and app features. Excited and eager to utilize these skills to solve problems and create human-centered designs.

## **EDUCATION:**

San Diego State University Global Campus, San Diego, CA

July 2022 - April 2023

### **UI/UX Design Professional Certificate**

*Selected Coursework: UI Design Essentials, UX Design Essentials, Conducting Research, Ideating & Prototyping, High Fidelity Design*

Rochester Institute of Technology, **BFA Fine Art Photography**

## **SKILLS:**

**User Interface Skills:** Creating Moodboard, Style Tiles, Wireframing, High Fidelity Screens, Prototyping

**User Experience:** Skills: Competitive Analysis, SWOT Analysis, Personas, Journey Map, Empathy Map, Task Flows, User Flows, User Testing, Usability Testing

**Programs:** Figma, FigJam, Photoshop, Illustrator, Google Docs, Canva

**Photography:** Studio and On Location Photo Shoots, Color Correcting, Editing, Enhancing, Digitizing

**Professional Skills:** Communication, Teamwork, Individual Work, Research, Learning, Organizing

## **UI/UX PROJECT EXPERIENCE:**

Design for Good | December 2022 - February 2023

*Scope: In a team of 3, researched and ideated a website for teachers. Individually, created high fidelity screens and prototypes.*

- Researched to empathize and find out what was needed by users by sending out surveys, and sorting through articles which was used to construct an affinity map, personas, and an empathy map.
- Analyzed information and made a competitive analysis, task flows, and user flows to help define the problem and to know what was needed for the design.
- Built wireframes and conducted usability testing to find pain points in the design and to gain crucial feedback.
- Created high fidelity screens and prototypes resulting in a website design for teachers.

UI Refresh for San Diego Track Club | October 2022

*Scope: To create components and high-fidelity screen mockups for San Diego Track Club for a UI Refresh.*

- Recreated landing page to be viewed via desktop, tablet, and mobile using Figma
- Created components with various states for a Pattern Library, and a Style Tile utilizing Figma
- Researched to create a competitive analysis and personas to learn who the users were and what was working in websites for sports and athletics which resulted in knowing the users and trends in athletics.
- Designed a new landing page with Figma and Photoshop using the C.R.A.P rules which resulted in an updated, modern page with hierarchy and room to breathe.

Rebranding Concept for Passion for Pitties | August 2022 - September 2022

*Scope: Rebranded a non-profit, Passion for Pitties to have one strong identity, including devising a new logo, and media.*

- Inspected the organization, and other dog rescues to contrive a competitive analysis and a swot analysis which would later help in designing.
- Concocted a new logo using Illustrator having one logo instead of 2 that they had to unify and create a single brand identity.
- Utilized Photoshop, InDesign, Illustrator, and Figma to create Social Media Posts, Posters, and a Trifold Brochure to bring awareness to the organization and bring in potential donors, fosters, and adopters.