






Madeleine Kosheff

User Experience Designer

CONTACT

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SKILLS

Digital Marketing, Graphic Design, Prototyping, Wireframing, UX Research, User Testing

EDUCATION

Bentley University - B.S.

September 2015 - May 2019, Waltham MA

Information Design & Corporate Communications, Concentration in User Experience Design

Digital Marketing Specialization

In Progress

Online Coursera course through University of Illinois Urbana-Champaign.

EXPERIENCE

Freelance - Digital Designer/Marketing Specialist

June 2024 - Present

- Planned and executed fundraising campaigns and events to benefit the Sawyer Free Library.
- Designed promotional assets (digital and print) using Figma and Canva.
- Researched and coordinated vendors and sponsors.

Verndale - User Experience Designer

November 2022 - June 2024, Boston MA

- Designed and developed concepts, wireframes, and clickable prototypes for various e-commerce businesses.
- Conducted audits of existing user experiences to make informed improvements backed with user data.
- Collaborated with digital marketing teams, maintained client relationships, and presented concepts to stakeholders.

Helen of Troy - eCommerce Content & SEO Specialist

March 2021 - November 2022, Marlborough MA

- Conducted regular content audits of Health and Home brand.com sites (Honeywell, PUR, Vicks, Braun) to ensure accuracy, relevancy, and adherence to brand guidelines.
- Cross collaborated with both the marketing and consumer experience departments to gain consumer insights.
- Implemented optimization plans in order to improve the user experience and the overall e-commerce conversions.
- Contributed to the development of new digital assets as well as updated the existing digital asset library.

Boston UX - User Experience Designer

August 2019 - March 2021, Waltham MA

- Worked with clients to identify user goals and pain points, as well as reduce complex tasks to intuitive and accessible designs.
- Dissected problems of complex and diverse scope and proposed creative solutions.
- Translated user research and business requirements into innovative, effective, and clickable prototypes for client review.
- Followed UX design principles to explain information architecture, user experience design and interaction decisions to stakeholders.

Armstrong Brand Consulting - Marketing/Design Associate

May 2019 - August 2019, Gloucester MA

- Conducted in-depth research on clients, their competitors, and industry trends.
- Created high-fidelity, functioning wireframes for improved user experience.
- Created static and graphic interchange format advertisements for digital campaigns.

Dell - User Experience Design Intern

May 2018 - August 2018, Bedford MA

- Researched and applied user-centered design principles to refine RSA's SecurID cybersecurity token software.
- Created workflows, wireframes, functioning prototypes and design specifications in a fast-paced agile environment for mobile and web-based UIs.
- Planned and implemented usability tests for a redesign of the SecurID mobile app. Analyzed user feedback and socialized the design to development for implementation.

Mugatunes - Digital Marketing/Media Intern

May 2017 - August 2017, Boston MA

- Maintained social media accounts and created daily promotional posts.
- Leveraged Google Apps to refine and optimize post timing based on real user data.
- Managed SoundCloud account from which all our music content was sourced.
- Reached out to artists regarding partnership and promotional opportunities.
- Leveraged Adobe Creative Suite to create graphic designs for website and social media.