

MADELEINE HAWKINS KOSHEFF

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EDUCATION:

Bentley University, Waltham MA

- Bachelor of Science, May 2019
- Major in Information Design and Corporate Communications; Concentration in User Experience

CERTIFICATIONS:

University of Illinois Urbana-Champaign, Online

- Digital Marketing Revolution, January 2025

EXPERIENCE:

Planet Fitness, Remote

April 2026 - September 2026

Contract UX Designer

- Designed user-centered experiences across the Planet Fitness mobile app and digital ecosystem, supporting both in-club and at-home fitness journeys.
- Translated product requirements and research insights into user flows, wireframes, prototypes, and high-fidelity designs for iOS and Android.
- Conducted and supported usability testing and user research, using insights to identify pain points and improve member experiences.
- Collaborated with Product, Engineering, Design, and cross-functional stakeholders while contributing to the design system and DesignOps initiatives.

Self Employed

June 2024 - April 2026

Web/UX Designer

- Procured and worked with a variety of clients (Boston Child Study Center, Elaine Quinn Interiors, The KR Show, Fuel Factor, AskaMidwife, Watertown Public Schools) that required a wide range of website functionalities.
- Designed and developed responsive websites using Figma, Wix, WordPress, and Elementor.
- Conducted in-depth user and market research, synthesized insights, and crafted tailored experiences that enhanced usability, resulting in increased customer engagement and conversion rates.
- Collaborated with clients to define project goals, brand identity, and target audience needs.
- Integrated third-party tools, such as e-commerce platforms, analytics, and CRM systems.

Verndale, Boston MA

November 2022 - June 2024

UX Designer

- Performed in depth research on clients, competitors, and industry trends to inform design decisions.
- Created customer journey maps based on market and user research to ensure all business and user needs are met before embarking on design.
- 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, Marlborough MA

August 2021 - November 2022

eCommerce Content and SEO Specialist

- Managed and optimized the online presence of Health and Home brand.com sites (Honeywell, PUR, Vicks, Braun) to ensure accuracy, relevancy, and adherence to brand guidelines.

Boston UX, Waltham MA

August 2019 - March 2021

User Experience Designer, Contract Position

- 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.