

# MADELEINE H. KOSHEFF

## USER EXPERIENCE DESIGNER

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### PROFESSIONAL SUMMARY

Expert in user-centric design, specializing in creating intuitive interfaces and engaging user experiences. Demonstrates strong problem-solving skills and deep understanding of usability principles. Excels in wireframing, prototyping, and user research, leveraging these abilities to enhance product functionality. Utilizes a strategic mindset to align user requirements with business objectives.

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### WORK EXPERIENCE

#### UX/Web Designer | Freelance, *Remote*

June 2024 - Present

- Procured and managed a diverse client portfolio (e.g., Boston Child Study Center) by conducting comprehensive user and market research to define project goals, audience requirements, and brand identity.
- Designed and deployed responsive websites using industry-standard tools (Figma, WordPress, Elementor) to address complex functionality needs and achieve measurable improvements in user engagement.
- Integrated third-party platforms (e-commerce, CRM systems) to enhance client functionality, streamline user flows, and optimize conversion funnels, resulting in improved performance.

#### UX Designer | Verndale, *Boston MA*

November 2022 - June 2024

- Led comprehensive research on clients, competitors, and market trends to establish strategic design direction for SaaS and B2B e-commerce platforms.
- Enhanced user experiences through systematic audits and data-driven improvements, leveraging journey maps to reduce user friction and optimize key feature conversion paths.
- Secured stakeholder buy-in for design concepts by collaborating cross-functionally (Digital Marketing, Project Management) and presenting solutions that aligned UX strategy directly with critical business objectives.

#### Ecommerce Content/SEO Specialist | Helen of Troy, *Marlborough MA*

March 2021 - November 2022

- Formulated data-driven strategies utilizing user research and analytics to significantly boost user experience and increase e-commerce conversions for major brands (Honeywell, Braun, Vicks, Pur).
- Developed and optimized digital assets and content across brand websites and major retail platforms to dramatically improve product visibility and search engine ranking.
- Managed the digital presence and content strategy by conducting comprehensive content audits to enhance product listings and optimize overall content performance.

#### UX Designer | Boston UX, *Waltham MA*

August 2019 - March 2021

- Collaborated with clients to pinpoint core user goals, using insights to streamline complex tasks into intuitive designs.
- Converted user research and business requirements into clear low-fidelity wireframes and high-fidelity prototypes for comprehensive client evaluation and testing.
- Analyzed multifaceted usability problems to propose innovative solutions, and successfully articulated information architecture (IA) and interaction design decisions to stakeholders.

#### Associate Designer | Armstrong Brand Consulting, *Gloucester MA*

May 2019 - August 2019

- Conducted in-depth research on users, clients, their competitors, and industry trends to inform early-stage branding and design.
  - Created high-fidelity, functioning wireframes that provided a clear road map for an improved user experience.
  - Developed static and Graphic Interchange Format (GIF) advertisements for various digital marketing campaigns.
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### SKILLS

**Tools:** Figma, Miro, Adobe Creative Cloud, Wordpress, Smartsites, LucidChart, Hotjar, Usertesting, Optimal Workshop, Crazy Egg

**UX Methods:** Wireframing, prototyping, design strategy, user research, usability testing, information architecture, journey mapping

**Business/Other:** Project management, market research, stakeholder presentations, Ecommerce, digital marketing, SEO

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### EDUCATION

#### Bentley University, *Waltham MA*

May 2019

Bachelor of Science, Information Design & Corporate Communications, UX Focus

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### CERTIFICATIONS

University of Illinois Urbana-Champaign, Digital Marketing Revolution

January 2025