

Madeline Hoyle

UX & UI DESIGNER

madeline@mhoyledesign.com
mhoyledesign.com
305-458-4268

EXPERIENCE

thunder::tech Senior Lead of User Experience Design 2013-Current

- Leads the UX Design & Research team. Interviews prospective clients, writes proposals for website and web app design, secures new projects, schedules and manages team members.
- Envisions and documents new UX strategies, plans broad content strategy with sitemaps.
- Designs templates and user interfaces with wireframes, mockups, and prototypes.
- Creates and executes user research plans covering a variety of methods such as interviews, surveys, card-sort testing, product-use testing, and analysis of analytic data.

Freelance UX, UI, & Product Designer 2010-2017

- Strategized and designed key parts of the user experience for the Hewlett Packard Enterprise corporate intranet.
- Created product design concepts for Balance Product Development.
- Created manufacturing patterns and prototypes for Little Tikes, Radio Flyer, and more.
- Performed market and user research; developed a product line for Intu.

blicksbags Lead Designer, Owner 2009-2013

- Designed and managed ecommerce website.
- Conducted market and product research through user interviews, surveys, and product-use testing.
- Designed new softgoods products. Manufactured products locally in small two-person team.

EDUCATION

The Cleveland Institute of Art Industrial Design [BFA] 2005-2009

Art Center College of Design Apprenticeship Program 2004

SKILLS

UX Design

UI Design

User Research

HTML, CSS & JS Prototyping

Drawing for Communication

Studio Lighting & Photography

3D Product Modeling

3D Product & Environmental
Animation

Music & Audio Production

