

# Hello, I'm Madelaine Olbricht

## Overview

I'm a UX Designer with several years of hands-on experience collaborating across teams and working directly with clients. As a firm believer in user-centered design, I strive to create products that solve real problems and give unique impressions while always continuing to learn and grow as a designer.

## Experience

January 2022 – Current

### GTMA | UX/UI Designer

- Spearheaded a refined workflow with clarified project stages, documentation, and client communication.
- Lead research and testing to define content strategy and site structure.
- Designed responsive wireframes and prototypes for a variety of sites.
- Collaborated across departments and worked directly with clients to merge user and business needs.

May 2022 – August 2022

### Best Friends Eternal | UX/UI Designer

- Performed a site audit, competitive analysis, and user interviews to refine site structure, provide feature recommendations, and improve usability.
- Designed wireframes based on user testing to align with user needs.
- Refined site branding and assembled a UI kit for visual consistency.

August 2021 – December 2021

### AMNESIA: Restored | UX/UI Designer & Developer

- Performed user research and created a set of personas to define content strategy and an intuitive site flow.
- Designed responsive high-fidelity prototypes, iterating on designs based on task-based user testing.
- Collaborated across teams to balance timelines and deliverables.

March 2021 – January 2022

### Hockinson Schools | Communications Intern

- Planned posts across platforms and organized a district brand campaign.
- Designed branded materials for a range of digital platforms.
- Conducted interviews and wrote content for the district website.

## Contact

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## Skills

Design Thinking  
UX Research & Usability Testing  
User Flows & Journey Mapping  
Information Architecture  
Wireframing & Prototyping  
Responsive Design  
Project Management  
Content Strategy  
Design Systems & Visual Design

## Tools

Adobe XD  
Figma  
HTML/CSS  
Miro  
Asana  
Optimal Workshop

## Certifications

WSU | Digital Marketing  
Google | Google Analytics 4  
Hubspot | SEO  
IxDF | User Research  
IxDF | Accessibility

## Education

Washington State University  
BA Digital Technology & Culture