

# Madeline Christensen

I'm a curious and analytical User Experience Designer who achieves the ideal balance between solving user needs and designing an innovative and gratifying solution while providing meaningful impact for businesses. I have a successful track record of motivating consumers to meet various business goals through creative design, especially within non-profits and small businesses.

## EXPERIENCE

### ATASCOCITA UNITED METHODIST CHURCH

Director of Communications | *2017-present*

Provide leadership for internal and external communications to ensure consistency of message and brand.

- Design responsive mobile and desktop website, which resulted in an increase of total annual users by 215%.
- Manage a group of 10+ media/sound volunteers to create a seamless and consistent live-streaming experience for an online weekly audience of 100+ viewers.
- Produce and schedule social media content with a Facebook page reach of 44,000+ and a Twitter engagement rate of 1.5%.
- Planned, developed, and promoted a digital & print campaign for debt elimination, which raised over \$1 million.
- Design weekly email campaigns with an average open rate of 55%.

### FREELANCE DESIGNER

Print & Web Designer | *2018-present*

Collaborate with various non-profits and small businesses to design print material, graphics, and websites.

- Designed visually appealing quarterly newsletters for digital and print dissemination to approximately 5,000 members of the Texas Annual Conference of the United Methodist Church.
- Redesigned non-profit website to align with brand identity and improve user experience.

## EDUCATION

### UNIVERSITY OF TEXAS AUSTIN

B.S. Radio-Television-Film  
2013-2017

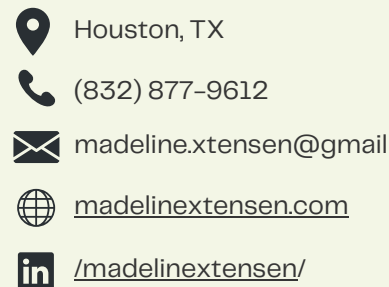
### KOREA UNIVERSITY

Communication and Media Studies  
2016

## CERTIFICATIONS

### CAREERFOUNDRY

UX Design Certification  
2021



## HARD SKILLS

Wireframing  
Prototyping  
User Flows  
Responsive Web Design  
HTML5/CSS3  
User Testing  
User Interface Design

## SOFT SKILLS

Articulating Decisions  
Time Management  
Adaptability  
Curiosity  
Leadership/Management  
Collaboration  
Self-Learner

## TOOLS

Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
WordPress  
Figma  
Atom  
GitHub

