

# Madison Ingram

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Pragmatic and results-oriented Senior Product Designer with an ownership mindset over the full design lifecycle, from discovery through post-launch measurement. I excel at conceptualizing, designing, and iterating on intuitive experiences for data-rich, enterprise-level products. Expertise includes design system stewardship, high-fidelity visual design, and translating complex business requirements into developer-ready designs that drive user satisfaction and product adoption.

## Professional Experience

### UI/UX Designer

Jan 2025- Present

Trimble Inc. | Denver, CO

- Leading UX efforts on a high-impact, globally scaled project with an \$8M investment and an expected \$400M+ ARR within three years.
- Drove global project alignment by working onsite with international teams in Chennai, India, and Christchurch, New Zealand, which fostered seamless cross-functional delivery.
- Collaborating closely with backend engineering, Salesforce teams, and product teams across four interdependent workstreams to align technical constraints with user needs, driving a 65% reduction in design-to-development friction.
- Designing scalable workflows and data-driven interfaces that enhance usability while integrating complex backend architectures.
- First designer at Trimble to implement the new design system into a product, collaborating with design strategists and developers to ensure a seamless transition, enhance scalability, and reduce design debt across the platform.

### Lead UI/UX Designer

Aug 2022- Dec 2024

Modii | Denver, CO

- Led the design and development of Parking Finder and Parking Admin, which directly contributed to securing 5+ client deals and increased revenue by 20%.
- Successfully represented Modii at a major trade show, engaging with over 200 potential customers and generating 15+ qualified leads.
- Conducted user research with 25+ participants, identifying 3 key pain points and informing design decisions yielding a 25% increase in user satisfaction.
- Developed a comprehensive design system to ensure consistency and efficiency across multiple products, improving consistency by 20%.
- Collaborated closely with developers to implement design solutions and optimize performance.
- Successfully transitioned the design team to a new toolset, ensuring that all products now fully meet WCAG accessibility standards, resulting in a 90% increase in accessibility compliance.

### Product Designer - Contract

Jun 2024- Oct 2024

Showlabs | Denver, CO

- Led participation in all stages of the product development lifecycle- definition, design, build, testing, and release - of an enterprise-level product, accelerating our go-to-market plan by 15%.
- Conducted user research with 10+ participants and collected feedback on a beta software application that contributed to a 30% improvement in beta software usability.
- Ideated and developed 6+ new product features and improvements, including advanced search capabilities, customizable dashboards, and enhanced data visualizations.
- Created user scenarios, journeys, flows, information architecture, wireframes, UI designs, and

prototypes with tools like Figma, Protopie, Storybook, and Principle.

- Initiated 'Office Hours', a weekly meeting for brainstorming and design reviews, fostering collaboration between 5+ developers and stakeholders, successfully securing buy-in for 90% of design recommendations.
- Advocated for design, accessibility, and user-centered improvements, leading to the successful creation of a Voluntary Product Accessibility Template (VPAT) and comprehensive documentation.

## **User Interface Designer**

**Sep 2021 - Aug 2023**

CyberGRX | Denver, CO

- Accelerated project delivery by 60% by transitioning the existing Design System to Material UI (MUI).
- Streamlined design processes through the development and maintenance of a new Design System, UI Kit, and Data Visualization Library, reducing design time by 20%.
- Enhanced cross-functional collaboration by facilitating communication between 10+ developer pods, interns, and cross-functional teams within the Agile Framework.
- Improved knowledge sharing by implementing a comprehensive documentation suite in Notion covering design requirements, feedback, platform features, and MUI usage, reducing onboarding time for new team members by 15%.
- Mentored and delegated tasks to a User Interface Design Intern, fostering leadership and communication skills while providing guidance in design processes.
- Created wireframes and mockups for web pages, mobile apps, and other digital products, contributing to the development of 5+ successful products.
- Designed interactive prototypes for various software applications using Figma and Rotato.

## **UI/UX Designer**

**Mar 2021 - Sep 2021**

Karsh Hagan | Denver, CO

- Researched, championed, and successfully implemented Figma as the company's primary design tool, improving collaboration with the internal team as well as 3+ external clients.
- Created, maintained, and improved 5+ design systems and UI kits, ensuring consistency across multiple products.
- Collaborated with product managers, engineers, and cross-functional stakeholders to understand requirements and technical needs, and provided solutions.
- Communicated the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and high fidelity prototypes.
- Advocated for the prioritization of design centered changes, refinements, and improvements.
- Designed 6+ websites for new clients as well as maintained 8+ existing clients sites.
- Presented designs to clients, effectively explaining the 'why' behind design choices and securing approval for 90% of recommended designs.

## **User Interface Designer**

**Jun 2020 - Mar 2021**

OKthanks | Lubbock, TX

- Specialized in mobile app design for at-risk people groups, ensuring that our products met the highest standards of data security and accessibility.
- Contributed to Circulo, a physical safety app, helping to increase user adoption by 22%.
- Created over 50 wireframes for Android and iOS platforms.
- Conducted user research in 5+ low digital literacy communities, identifying key pain points and informing design decisions that led to a 30% increase in product adoption among target users.
- Integrated user feedback and business requirements into ongoing product experience updates.

- Developed an open source, free illustration pack, consisting of 12+ individual illustrations.
- Provided design services for a variety of projects, including logos, websites, and marketing materials, meeting project deadlines 98% of the time.
- Collaborated closely with leadership on UI/UX delivery, ensuring that our products met the highest standards of quality and user experience.

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#### Education and Certifications

**Bachelor of Arts, Texas Tech University**  
In Electronic Media Communications and Fine  
Arts Photography

**WAIO.1x: Introduction to Web Accessibility**

#### Volunteer Work

**Volunteer as a Sit Ski Instructor for the National  
Sports Center for the Disabled**

#### Languages

Spanish- Beginner Proficiency