

UX PORTFOLIO: www.madisonuxdesign.com

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Madison Dunaetz | Product Designer

SKILLS

User-centered design, Information architecture, Interaction design, UX best practices, Visual UI design (layout, typography, color systems), Responsive design, Low-fidelity wireframes, High-fidelity mockups, Interactive prototypes, Design systems, Component libraries, Inclusive design, ADA compliance, WCAG, Accessibility audits, User interviews, User surveys, Usability testing, A/B Testing, UX Research synthesis

TOOLS

Figma, FigJam, Jira, Lovable, Visily AI, Stitch AI, Claude, Miro, UserTesting, Pendo, DOMO, Confluence, VoiceOver, TalkBack, JAWS, NVDA, axe DevTools

EXPERIENCE

Omeda (SaaS)— *Lead Product Designer*

September 2025 - June 2026 FTE (Laid off), Remote

Omeda is a B2B SaaS Audience Management Platform built for media companies focused on newsletter automation and subscription management.

- Led end-to-end product design while partnering with product managers, engineers, and stakeholders to define product strategy, prioritize roadmap initiatives, and deliver user-centered solutions across multiple product areas
- Designed an AI-powered chat bot from the ground up, enabling users to build and manage audience segments through natural language interactions
- Spearheaded the UX strategy and redesign of Omeda's Newsletters & Marketing Automation platform, creating a more modern and user-friendly experience
- Enhanced and maintained Omeda's design system, by increasing design consistency and implementing UX best practices and accessibility standards
- Acted as the accessibility SME, guiding teams on WCAG requirements and embedding inclusive design throughout the Omeda platform

The Premier League— *Lead Product Designer (Design Systems)*

April 2025 - June 2025 (Contract completed), Remote

The Premier League is England's top-tier football (soccer) league and one of the most competitive globally.

- Led end-to-end redesign of the Premier League's internal CMS website
- Created a new design system for the CMS website (hosting information for every Premier League club including the 92 EFL clubs)

- Conducted a UX audit of the original CMS site to identify usability issues and improve overall functionality and digital accessibility
- Ran A/B wireframe testing with internal systems teams for user validation to ensure brand identity and usability
- Designed within the constraints of the Premier League's official color palette (dark purple, fuchsia, neon green, and bright blue)
- Created high-fidelity wireframes and a scalable CMS design system component library in Figma to streamline development and ensure consistency
- Delivered comprehensive usability and accessibility annotations to support seamless developer hand-off

U.S. Bank – *Product Designer (Accessibility)*

January 2022 - January 2025 (Contract completed), Remote

Designer for U.S. Bank's Consumer Unit (consumer-facing products): mobile banking app, credit card management, home mortgage management, etc.

- Designed for 12 end-to-end mobile and web responsive product teams, active in agile ceremonies across multiple teams
- Led inclusive user research, interviews, and usability testing
- Created personas and journey maps for bank customers with disabilities
- Maintained U.S. Bank's "Shield Design System" for consistent, accessible experiences and component library
- Delivered detailed accessibility design annotations for developers to ensure accurate, compliant implementation of WCAG 2.2
- Led weekly accessibility reviews and mentored senior designers and content strategists on usability best practices and WCAG requirements

Kshetra PBC – *Lead Product Designer*

November 2021 - January 2022 (Contract completed), Remote

Designer for U.S. Bank's Consumer Unit (consumer-facing products): mobile banking app, credit card management, home mortgage management, etc.

- Led the end-to-end redesign of the company website, from discovery through final delivery
- Organized and ran daily standups with PM and UX researcher
- Conducted web accessibility testing on the original website to increase readability, usability, and inclusivity
- Built a custom design system with reusable components, typography, and style guides for the new website
- Collaborated with CEO on UI goals using mood boards and A/B testing
- Wrote elaborate UX and accessibility annotations within the Figma for engineers

EDUCATION

General Assembly – *UX Immersive*

July 2021-November 2021

Biola University – *Bachelors in Intercultural Studies*

August 2015-December 2018