

Madison Cabilin

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EDUCATION

University of North Carolina at Chapel Hill

Bachelor's in Media and Journalism, Interactive Media Concentration

Chapel Hill, NC

Graduated: May 2024

WORK EXPERIENCE

Blue Sky Innovations

UX Innovation Fellow

Chapel Hill, NC

June 2024 - Present

- Craft usable and inclusive digital experiences across various media formats, prioritizing accessibility and user-centered design principles to reach diverse audiences
- Communicate effectively with partners and clients, providing updates and maintaining engagement on our latest innovations, ensuring alignment, and fostering strong collaborative relationships
- Expand expertise in UX design and VR technology through hands-on involvement in pioneering projects, while contributing to Blue Sky's mission of enhancing storytelling and education through technological innovation

1893 Brand Studio

Web Developer - Product Design Strategist

Chapel Hill, NC

August 2023 - May 2024

- Collaborated with a dynamic team of developers, and executed the design and deployment of responsive websites for a varied clientele within the branding and advertising sectors, enhancing client satisfaction by integrating innovative design strategies
- Coordinated with designers and project managers, mastering project specifications through detailed consultations with clients; and provided critical technical guidance that ensured the on-time delivery of superior web solutions, increasing project completion efficiency
- Applied expert knowledge of HTML, CSS, JavaScript, and various content management systems to develop compelling and aesthetically pleasing web interfaces; that aligned with client specifications and upheld stringent brand guidelines, leading to a 40% rise in user engagement metrics

Active Minds at Carolina

Webmaster - Interactive Design Specialist

Chapel Hill, NC

January 2023 - Present

- Designed and optimized 5 wireframes and high-fidelity prototypes using Figma, incorporating extensive feedback from executive members and peers to improve information architecture and functionality, showcasing strong project management and technical design skills
- Designed and managed a user-centric website for Active Minds using WordPress, employing technical tools such as the Events Calendar plugin and optimizing the site's content structure for clarity and engagement, significantly enhancing user interaction and accessibility
- Orchestrated Active Minds' Instagram strategy, enhancing follower engagement by integrating event photography that increased post likes by 200-300%, leveraging content scheduling and brand alignment to maintain a follower base of over 1,500

Habitat for Humanity of Craven County

Freelance UX Design - Digital Experience Strategist

New Bern, NC

June 2023 - August 2023

- Addressed accessibility and navigational inefficiencies by redesigning the website's information architecture, reducing excessive graphical elements, and improving text readability; enhanced user experience by changing the navigation bar to white for better visibility, making clickable elements more distinct, and correcting color contrasts to ensure text legibility
- Conducted a comprehensive competitive analysis of five Habitat for Humanity websites across North Carolina, assessing their layout, call-to-action implementations, and content clarity; incorporated best practices into our design to enhance readability and maintain brand ethos, particularly in structuring application instructions for housing

UX Design & Usability Course

User Research Analyst

Chapel Hill, NC

Spring 2023

- Conducted detailed competitive analysis of the top five price tracking tools, synthesizing features like price, UI, and format into a comparative table, complemented by an audience analysis identifying key demographics and shopping habits and facilitated authentic user listening sessions to tailor the product to younger, price-conscious shoppers
- Developed a comprehensive wireframe and high-fidelity mockup of a price tracking tool using Figma, incorporating 20 frames that highlighted unique functionalities such as product list savings and price tracking; enhanced usability insights through tests conducted via UserTesting.com, which emphasized the importance of a simple, accessible UI for enhancing user trust and experience

SKILLS

Adobe CC (XD, Illustrator, Photoshop, After Effects), HTML/CSS, JavaScript, WordPress, Bootstrap, jQuery, Wireframing, Prototyping, User Research, Journey Mapping, User Testing, Graphic Design, UX/UI Design, Sketching, Web Design