

Madison Towriss

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Summary

A strategic and results-oriented design leader with over 8 years of experience transforming complex business challenges into intuitive, scalable, and impactful user experiences. Proven ability to drive design strategy, lead cross-functional teams in high-growth environments, and deliver measurable business outcomes including significant revenue growth, cost reduction, and operational efficiency improvements. Specializes in architecting design systems, unifying multi-platform ecosystems, and championing accessibility.

Experience

Co-Owner: *Goldvine Coffee Bar & Gallery | Seattle, WA | Jun 2025 - Present*

- Co-founded and launched a unique hybrid coffee shop, bar, and art gallery, taking the business from concept to full operational launch in an accelerated 5-month timeline.
- Recruited, hired, and led a team of 9 employees, overseeing all aspects of training, scheduling, and performance management.
- Directed all day-to-day operations, including inventory management, vendor relations, and customer service.

Lead Product Designer: *Group 1001 | Indiana, United States | Jan 2021 - Jun 2025*

- Spearheaded UX strategy for multi-platform insurance ecosystem, unifying fragmented B2B and B2C experiences that significantly reduced customer service calls and increased policy conversions.
- Architected comprehensive design systems and scalable annuity administration platform infrastructure supporting multiple company brands, dramatically accelerating development cycles while maintaining consistent user experiences across all touch-points.
- Led cross-functional initiatives with product and engineering leadership to transform complex operational workflows into streamlined digital experiences, launching 28 products and 53 product features.
- Established data-driven design processes that reduced redesign cycles and aligned teams around measurable user outcomes, improving both user satisfaction and operational efficiency.
- Scaled design operations and cross-functional collaboration during a period of explosive growth from 8 to 82 employees, leading design initiatives across 4 engineering pods while partnering with VP-level business and legal stakeholders.
- Implemented comprehensive accessibility standards (WCAG) and responsive design systems across all insurance platforms.

Founder & Creative Director: *Madison's Design Lab | Grand Cayman & Remote | Jan 2018 - Dec 2020*

- Founded and operated independent creative studio serving diverse clients across hospitality, insurance, and skincare industries while maintaining location independence.

- Led complete digital transformation for Wenzell & Fisher Hospitality Group, creating comprehensive visual identity, promotional materials, and custom web platform while establishing digital infrastructure for 11-person team.
- Drove brand strategy and digital experience creation for CIRCA reinsurance industry group, establishing complete visual identity and user-centered landing page from ground up.
- Directed e-commerce development for BEACH-STREET Skincare startup, architecting Webflow-based platform that increased online sales and brand visibility.
- Established comprehensive brand identity systems for Aureum Re, including logo development, visual guidelines, and scalable design standards that unified all company touchpoints.
- Managed end-to-end client relationships from initial consultation through project delivery, demonstrating strong business development and project management capabilities.

DCC Marketing Coordinator: *Miami Dolphins and Hard Rock Stadium | Miami, FL | Jun 2017 - Dec 2017*

- Spearheaded event marketing and brand campaigns for high-profile events, creating cohesive visual identity and promotional materials across digital and print channels.
- Transformed website user experience through responsive redesign, implementing mobile optimization that improved user satisfaction by 12% and reduced bounce rate by 23%.
- Designed impactful data visualization and transparency campaigns that enhanced donor trust and drove measurable increases in charitable giving.
- Executed multi-channel content strategy combining social media, email campaigns, and performance marketing to optimize user engagement and event promotion.

Human Resources Intern: *Luxury Brand Partners, LLC | Miami/Fort Lauderdale Area | Mar 2016 - Jul 2016*

- Spearheaded paperless transformation of HR department, evaluating and implementing digital solutions that streamlined onboarding and reduced operational costs by 8%.
- Oversaw compliance management and file digitization processes, ensuring regulatory adherence while improving operational efficiency.
- Developed process improvement strategies and communication frameworks that optimized employee documentation workflows for accuracy and timeliness.

Education: Bachelor of Applied Science - BASc, Marketing, Graphic Design • *Nova Southeastern University* / 2014 - 2018

Skills: •Design Strategy & Leadership • Systems Thinking & Architecture •Data-Driven Validation & ROI
•Cross-Functional Collaboration • UI/UX Design & Research •Accessibility (WCAG) & Inclusive Design
•E-commerce & Webflow Development •Brand Identity & Development •Business Development & Client Management • Agile Methodology

Certifications: PADI Open Water Scuba Instructor - *PADI* / Issued Aug 2019 • TDI Intro into Tec Diving - *TDI* / Issued Jan 2020