

# Madison Poe

Chattanooga, TN | Open to Remote & Relocation  
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Creative Strategist and Product Designer designing systems across digital products, brand identity, and experiential environments spanning enterprise healthcare, AI-powered experiences, and cultural brand building.

## Experience

### Creative Strategist & Founder

**Garage Phase Studios** — Remote

*2025 – Present*

- Direct portfolio-level brand identity and creative direction for Garage Phase Studios, defining visual systems, narrative frameworks, and cultural positioning across digital, social, and experiential outputs.
- Known for **trend-setting, concept-led creative direction**, building original visual languages and brand worlds rather than iterating on existing aesthetics.
- Define brand positioning, voice, and creative direction for projects shaping end-to-end experiences across digital, social, and in-person activities.
- Led creative direction for hospitality-driven brand (BONA FIDE), translating brand vision into a multi-sensory experiential system across space, storytelling, and event programming; scaled an engaged audience to **2,000 followers in 90 days**, generated **100,000+ views in 30 days** through intentional content strategy and narrative-driven design systems, and **3 sold-out events in March**.

### Senior UX/UI Designer

**Aetna** — Remote

*September 2025 – Current*

### UX/UI Designer

**Aetna** — Remote

*July 2022 – August 2025*

- Led end-to-end UX/UI redesign of the Find Care search experience, redefining core interaction patterns and information architecture; achieved a **45.6% increase in task completion** in baseline usability testing.
- Owned search as a strategic product surface, translating ambiguous business and user needs into scalable, system-driven design solutions across web and native platforms.
- Selected for a tiger team of cross-portfolio creative direction to define and prototype a **unified search experience**, aligning multiple product lines under a single vision for discovery.
- Portfolio-lead for defining emerging **“designing in AI” practices** for the design organization, helping establish how designers integrate AI into workflows, concepting, and product experiences.

- Led early-stage **AI-powered search initiatives**, shaping interaction models for intelligent query handling, results ranking, and future-state discovery experiences.
- Core contributor to the **design systems team**, supporting a large-scale UI app refresh; created and evolved reusable components and patterns to improve consistency and speed across teams.
- Facilitated recurring cross-functional design syncs with product and engineering to align on scope, reduce duplication, and accelerate delivery across complex initiatives.
- Delivered high-fidelity prototypes and wireframes under tight timelines, balancing regulatory constraints, technical feasibility, and user needs in a healthcare environment.
- Acted as a strategic partner to leadership, influencing product direction through systems thinking, journey mapping, and scalable UX frameworks.

## **Mentor, UX/UI Design**

**Avocademy** — Remote

*October 2021 – January 2024*

- Mentored junior designers through a structured UX bootcamp program, providing design critique, career guidance, and feedback on portfolio work

## **Skills**

### **Design & Creative**

Designing for AI Experiences • UX Strategy • Interaction Design • Information Architecture • Design Systems • Visual Design • Brand Identity • Visual Storytelling • Cultural Strategy • Campaign Concepting • Content Strategy • Live Event Creative • Content Capturing • Short & Long Form Video Direction

### **Tools**

Figma • Figma Make • Figma Variables • Webflow • Adobe InDesign • Adobe Illustrator • Adobe Premiere • Adobe After Effects • Jira • Rally

### **Methods**

UXR • User Flows • Wireframing • Prototyping • Usability Testing • Cross-functional Facilitation • Stakeholder Alignment

## **Education**

Bachelor of Arts — Auburn University  
2011-2015