



## About

I'm a User Experience Designer based in San Diego who is especially passionate about leadership, design consistency, and advocating for marginalized groups.

Personal passions: sustainability, snorkeling, tide pooling, photography, reading, writing, traveling...and most of all, my cats.

## Skills

Sketching & Wireframing  
Interactive Prototyping  
User Interviews  
Usability Testing  
Card Sorting  
Data Analysis  
Presentation Skills  
Data Visualization  
Accessibility  
HTML & CSS (Intermediate)  
Organizing & Running Workshops  
Adobe Suite, Axure, Figma  
Leadership & Mentoring  
Conversational fluency in Spanish

## Contact

### Email

madelinesettle@gmail.com

### Phone

612.232.7436

### Website

www.maddysettle.com

References available on request.

## Experience

### GoGuardian

#### Lead UX Designer, February 2021-Present

Led the design of flagship product GoGuardian Admin, including managing projects across myself and two other designers, setting the product vision, and working with cross-functional teams. Advocated for and worked on a design system that is currently being implemented; led design start to finish of the largest new feature implemented in years; participated in an internal leadership empowerment program and attended multiple Nielsen Norman courses on UX Management/leadership.

### Edmentum

#### Senior Experience Designer, July 2019-March 2021

Led the design of K-12 educational tool Study Island, including pairing closely with a development team working in another state, advocating for and conducting user research, and creating high-quality mockups and prototypes. Worked on improving accessibility in the Study Island student interface; designed new motivational elements for students; conducted competitive research & assisted in designing the experience of a chatbot for Study Island.

#### Experience Designer, June 2015-July 2019

Continued leading the Study Island for Home project; researched designing for kids/digital natives & recommended improvements to student interfaces; led the design of an improved teacher interface for Study Island; led the design of a new gamified experience in Study Island; spoke at the Society for Technical Writing conference about Designing for Digital Natives.

#### Junior User Experience Designer, June 2014-June 2015

Worked with a mentor on a new "collaboration space" experience for teachers & students, eventually taking the lead on the project; participated in user interviews; began leading the Study Island for Home project; planned & facilitated informal usability testing.

### The Nerderly

#### User Experience Contractor, January 2014

Led a small internal project from start to finish, including stakeholder interviews, survey writing, data synthesis/affinity mapping, creating wireframes, & finally, coding a front-end prototype for the project.

#### User Experience Apprentice, June 2013-August 2013

Observed & assisted with the User Experience Design process.

## Education

BFA in Graphic Design at University of Wisconsin-Stout  
Concentration: Interactive Design; Minors: Photography and Spanish

Graduated Cum Laude in May 2014