

Madi Gilbert

Content and Product Designer

Experienced marketer and UX designer with a demonstrated history of working in diverse industries. Recently completed the Google UX Design Certificate -- a rigorous, hands-on program that covers the design process from end-to-end.

Work Experience

Education Content Designer

Michaels Stores, Corporate Support Center

May 2021 to Present

- Participated in enterprise level development of proprietary software as Education team project lead, this included, testing, providing feedback, and designing for the Online Classes, In-Store Classes, and Projects teams.
- Worked daily with product managers and web developers to establish requirements, test, and collaborate on tickets in JIRA resulting in being the first business owner to complete all tasks by deadline.
- Implemented training sessions and created job aids for end users.
- Facilitated major transitions in the program structure through leadership, pricing, and team member changes, including the monetization of online classes in 2021.
 - Facilitated a 231% revenue increase due to the program change: \$13,025 revenue in 2021, \$61,427 in 2022. 1182 classes in 2021, 834 classes in 2022.
- Managed relationships with 49 vendors, coordinating an average of 55 online experiences a month.
- Contributed to the redesigning of education website UI to improve customer experience and generate sales.

Community Classroom Specialist

Michaels Stores, Corporate Support Center

September 2020 to May 2021

- Optimized new processes for reporting, record keeping and data efficiency which are still used, while in a new role created for the growing team.
- Completed thorough enhancement of existing content, archives, videos and reports.

Marketing Coordinator

In Your Face Apparel

December 2018 to March 2020

- Lead the re-designing of the company website and maintained all website and social media pages.
- Developed front-end wire frames and worked collaboratively with the contracted website programmers to edit, test, and complete the new website. Completed in four months.
- Created all digital and printed material: website content and design, annual product catalog, social media content, marketing emails, and flyers.

Digital Marketing Manager

Marzet Inc.

December 2017 to December 2018

- Created website marketing content.
- Designed market mailers, promotional materials, and shot instructional videos.
- Managed all aspects of company social media accounts.

Influencer

Travel Vlogger

August 2015 to July 2017

- Garnered a community of 6,000 subscribers and over 470,000 views on YouTube.
- Created digital content and social media posts to promote and support my channel and community.

Relevant Skills

- Figma
- Adobe Suite: XD, Photoshop, Premiere, After Effects, Audition
- JIRA, Microsoft Office, Quickbooks
- OBS Studio, YouTube, Instagram
- Creating wireframes, prototypes, ideating design solutions
- Developing mockups using visual design elements and principles
- Conducting interviews and usability studies

Education

Google UX Design Certificate, February 2023

Coursera

UX/UI with Adobe XD, March 2020-September 2020

Skill Share

BFA Studio Art, May 2010- May 2015

University of North Texas