



Get to know Madelynne.

Madelynne is an award-winning visual designer specializing in scalable design systems, UX/UI design, and purposeful digital experiences, shaped by collaborations with leading agencies and global brands.

EXPERIENCE

Huge

Visual Designer | 3/2025 – Present

Design and evolve scalable, agentic design systems that integrate AI workflows and multi-surface UI patterns for complex digital products. Collaborate across UX, engineering, and strategy teams to deliver cohesive, WCAG-compliant accessible experiences. Lead client initiatives, translating business needs, user intent, and agentic interaction models into polished visual solutions while facilitating critiques and executive presentations.

Clients: DIRECTV, First Eagle Investments, Inova Health System

Hero Digital

Visual Designer | 3/2023 – 3/2025

Led design and design system initiatives for enterprise clients, creating modular frameworks across web, email, and marketing channels. Delivered email campaigns and supported site refreshes through cross-functional collaboration.

Clients: Calix, Hancock Whitney, K. Hovnanian Homes, Public Storage, UNC Health, Wedgewood Pharmacy

Associate Visual Designer | 3/2022 – 3/2023

Supported web and paid media design, executing updates and campaign assets within design systems. Collaborated with senior designers to refine layouts and components for polished, production-ready work.

Clients: Apple, Lucid Motors, Magnit Global, Melissa & Doug

Production Designer | 6/2021 – 3/2022

Produced and updated web and UI assets, supporting ongoing iterations and high-volume project demands.

Clients: U.S. Bank, Xfinity

Design Intern & Contractor | 6/2019 – 1/2020

Collaborated with marketing and design teams on pitch reels, presentations, and collateral, supporting concept development across multiple touchpoints.

Havas San Francisco

Design Intern | 4/2016 – 5/2017

Created and edited digital content for social channels, supporting healthcare and pharma accounts while maintaining brand consistency.

Clients: BioMarin, Krusteaz

EDUCATION

School of the Art Institute of Chicago

BFA, Design and Visual Communications

VOLUNTEERING

SAIC AIGA

Co-Vice President & Board Member

8/2019 – 5/2021

SKILLS

Branding & Identity	Typography
Creative Content Creation	Web Design
Agentic Design Systems	Motion Design
Film Editing	Data Visualization
Pre-production	AI Workflow Integration
Social Media	Presentation & Pitching

TOOLKIT

Adobe After Effects	Claude
Adobe Firefly	Figma
Adobe Illustrator	Final Cut Pro
Adobe InDesign	Gemini
Adobe Lightroom	Microsoft Office
Adobe Photoshop	Motion
Adobe Premiere	Sketch
ChatGPT	Webflow