

# Madison Ross-Ryan

## *Senior User Experience Designer & Researcher*

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## *Work Experience*

### **Truss Works, Senior User Experience Designer** Nov 2021 - Present

- Led the design and development of a production-ready ServiceNow case management system for the Defense Counterintelligence and Security Agency by conducting 40+ user interviews across 20 insider threat hubs over 6 months.
- Ensured the integration of user insights into roadmap development by examining insider threat discovery research findings, specifically by juxtaposing the number of pain points with the size and maturity of the insider threat hub.
- Drove the creation of user stories for ServiceNow developers by: designing user flows and hundreds of low-fidelity wireframes based on user feedback, coordinating updates with product managers, and iterating weekly in an agile environment.

### **Kin + Carta**

- **Senior UX Design Consultant** Sep 2021 - Nov 2021

Received a 91% and 83% positive reaction over 102 tested users on a redesigned landing page and custom-built animations for a Fortune 500 mobile banking bill pay feature by utilizing discovery research insights and evaluating iterations over 8 months.

- **UX Design Consultant** Feb 2019 - Sep 2021

Created a positive impact on the global UX community by volunteering with a Nairobi-based non-profit, Internet of Elephants, to conduct concept, field, and beta testing at the Lincoln Park Zoo and in Kenya for a conservation mobile game.

- **UX Design Analyst** Aug 2017 - Feb 2019

Collaborated with developers, product managers, and client stakeholders to save Rockwell Automation 3 million hours a year by digitizing a repair and order center as part of the responsive web platform, myRockwellAutomation.

- **UX Design Intern** Jun 2017 - Aug 2017

Uncovered and solved 6 main user pain points for a Fortune 500 credit card company's in-person acquisition process by researching and designing a conversational UX progressive web application prototype in 10 weeks.

### **Zappos.com, Visual Design Intern** June 2016 - Aug 2016

- Contributed to the overall brand experience of Zappos.com by designing emails, site images, and event branding.
- Selected to be one of thirty company summer interns, of which only 2 were placed in Visual Design.

## *Volunteering*

### **Code for Chicago, UX Design Lead** Feb 2021 - Present

Engaged in the local community by serving as lead UX Designer to support an equity-based non-profit's website and design system, utilizing a custom-built content management system and Figma.

### **Second Day, Coding it Forward Facilitator** Jun 2022 - Aug 2022

Supported the junior civic tech community by coaching a group of 12 civic technology fellows placed in government agencies teaching them lessons on prioritization techniques, consulting skills, and the landscape of government career paths.

## *Speaking*

### **Code for America Summit 2023**

Presented a Lightning Talk on mitigating potential harmful consequences in product design.

## *Education*

### **University of Pennsylvania**

Executive Program for Social Innovation Design

### **University of Illinois at Urbana-Champaign**

Graphic Design Major, Communication Minor