

# MADISON YOCUM

## INTERACTION & VISUAL DESIGNER

A visual designer with a specialty in interaction, UX/UI, and illustration. I'm currently occupied this coming summer in San Francisco as an **Experience Design Intern at Flickr / Yahoo**, but I still would like to talk about my work and all things design!



## WORK EXPERIENCE

### Co-Founder & Creative Director

Nov. 2016 - Present | Ripple (App)

An in-progress startup company, Ripple offers an accessible platform for a user to achieve their overall career and life goals. Users follow certain categories and hashtags they are interested in, grow their skillsets with specialized mentors, and learn inclusive content in personalized methods. Oversees the company / management, visual design, and interaction design.

### Creative Director

Sep. 2015 - Jan. 2017 | RIT College Activities Board

Leader of the marketing campaign strategy and execution. Manage various types of designers and a web developer. Responsible for creating new and trending marketing campaigns to increase awareness of the organization and its student events. Currently redesigning the internal admin UI and user flow.

### Student Designer

Sept. 2016 | Eureka - RIT Design Blitz

48-Hour Design Blitz hosted by RIT School of Design at Foodlink in Rochester to help the community establish a greater food accessibility and volunteer experience. Participated as a student designer with a team to problem solve through social design and create a strategy for community improvement.

### Freelance Designer

Summer 2016 | Shotgunflat Creative Agency

Worked as a freelance designer for the creative agency shotgunflat based near Boston, MA. Designed various websites and layouts, landing pages, icons, and user flows for client projects.

### Marketing & Public Relations Intern

Aug. 2014 - Aug. 2015 | Knoebels Amusement Resort

Collaborated with a team on the company app and website redesign through advertising agencies. Created various tickets, brochures, posters, marketing guides, and advertisements. Also, researched and organized simpler marketing strategies and designs to be implemented over time.

## CONTACT

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## EDUCATION

### Rochester Institute of Technology

BFA New Media Design - May 2019

Minor in Advertising & Public Relations

Minor in Digital Business

## SKILLS

UX / UI Design	Basic Front-End Dev
Visual Design	Wireframing
Illustration	3D Modeling
Motion Graphics	Project Management

## PROGRAMS & LANGUAGES

Adobe Creative Cloud  
Cinema 4D  
Keynote  
Sketch  
HTML / CSS / Javascript  
Processing  
C#

## ACTIVITIES

AIGA Member  
New Media Club  
Rescue Shelter Club  
Archery Club  
Yoga / Meditation