

MADISON YOCUM

INTERACTION & VISUAL DESIGNER

An aspiring interaction and visual designer, with experience in product design and entrepreneurship. Currently, I am in search of an internship for the summer of 2018 and any other design opportunities.



WORK EXPERIENCE

Experience Design Intern

Flickr / YAHOO | Summer 2017

Worked in collaboration with the design and development teams on various Flickr products. Responsible for the redesign of Flickr's Chrome Tab & iMessage Extensions by creating product concepts, user flows, wireframes, and visual designs for features of the experiences.

Co-Founder & CDO

Ripple | Nov. 2016 - Present

Ripple is an online community where freelancers can obtain a consistent income by collaborating with other freelancers and creating virtual agencies. As a co-founder, I work to continuously refine our business concept, manage and lead other team members, and pitch our concept to potential investors. I am responsible for creating the overall product design and development. I ensure problems have effective solutions that satisfy users needs, and design the user interface and experience while creating an overall brand.

Creative Director

RIT College Activities Board | Sep. 2015 - Dec. 2016

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. Redesigned the internal admin UI / UX and visual design for improved employee access.

Student Designer

Eureka - RIT Design Blitz | Sept. 2016 - Oct. 2016

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 at Foodlink.

Freelance Designer

Shotgunflat Creative Agency | Summer 2016

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.

PORTFOLIO

madisonyocum.com
behance.net/madisonyocum

CONTACT

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EDUCATION

Rochester Institute of Technology

BFA New Media Design - May 2019

Minor in Advertising & Public Relations
Minor in Business Administration

SKILLS

UX / UI Design	Prototyping
Visual Design	Wireframing
Illustration	Entrepreneurship
Motion Graphics	Project Management

PROGRAMS & LANGUAGES

Adobe Suite (PS, AI, AE, XD)
Sketch
Invision / Marvel / Principle
Cinema 4D
HTML / CSS
Javascript / Brackets

AWARDS & ACTIVITIES

Adobe Design Awards - Semifinalist 2x
New Media Club Mentor
Rescue Shelter Club
Archery Club