

MADISON YOCUM

INTERACTION & VISUAL DESIGNER

An interaction and visual designer, focusing on product design and entrepreneurship. Currently searching for an internship for the upcoming summer of 2018 and any other design, product and startup opportunities.



WORK EXPERIENCE

Design Intern

Flickr / YAHOO | San Francisco, CA | Summer 2017

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

Product Designer

ReadMe | San Francisco, CA | Winter 2018

Scheduled to work in March of 2018 as a product and interaction designer at ReadMe, a company based in downtown San Francisco. Will be working with the developers, product managers, and designers to further innovate on the products of ReadMe. Also, learning the strategies of running a functional business and product creation processes.

Co-Founder & CDO

Ripple | rippleplatform.io | Nov. 2016 - Present

Ripple is an online platform and 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 and model, manage and lead other team members, and pitch our business to potential investors, and conduct user research. Also, 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.

Co-Founder & Product Lead

Udio Ventures | Oct. 2017 - Present

Currently an in progress startup idea and company, Udio, a product design and venture production studio that focuses on innovative and new startups furthering their product, and creates effective solutions based on user and product needs.

PORTFOLIO

madisonyocum.com
dribbble.com/madisonyocum
behance.net/madisonyocum

CONTACT

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EDUCATION

Rochester Institute of Technology

BFA New Media Design / 3.5 GPA / May 2019

Minor in Advertising & Public Relations

Minor in Marketing

SKILLS

UX / UI Design	Prototyping / Iteration
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 & LEADERSHIP

Adobe Design Awards - **Semifinalist 2x**

RIT College Activities Board - **Creative Director**

Eureka! Design Blitz - **Student Designer**

RIT IGME Department - **Teaching Assistant**

New Media Club - **Mentor**