

MADELYNE ROSALES

WEB DESIGNER & UX/UI DESIGNER

EDUCATION

Texas State University

Aug 2018 - Dec 2022 | San Marcos, TX

B.S. in Digital Media Innovation

Minor in Writing | Honors College

SKILLS

Creativity
Collaboration
Design Thinking
User Research & Testing
Strong Communicator
UX/UI Prototyping

TOOLBOX

Development

HTML, CSS, Bootstrap
Wordpress, Elementor & Wix
Javascript, jQuery, node.js, React

Design

Adobe Photoshop, Illustrator, Indesign
Adobe XD, Premiere, Canva, Figma

ASK ME ABOUT

Why knitting is like coding 🧶
Having calculus dreams ✨
Playing in a Mariachi 🎸
Phenomenology 🌻
Chick-Fil-A 🐔

CONTACT

madelyne.rosa180@gmail.com
linkedin.com/in/madelynerosales/

PORTFOLIO

<https://madelynerosales.com/>

PROFILE

A web designer and developer with a particular interest in user experience design and future technologies. Seeking to build a new career in UX/UI design.

EXPERIENCE

Freelance Web Designer

Self-Employed | Jan 2023 - Present

- ◆ Served many clients with design materials such as websites, logos, and brand identity consulting.
- ◆ Worked with clients to gather and define requirements to effectively organize project milestones.

Deliver Driver

Chick-Fil-A | Jan 2022 - May 2024

- ◆ Managed time carefully to provide a punctual and friendly service upholding Chick-Fil-A as a brand.
- ◆ Actively communicated with guests to determine their pickup and delivery needs correctly.

Emotional Connections Director

Chick-Fil-A | Oct 2019 - Apr 2021

- ◆ Organized scheduled times for team members to engage in product sampling, the cow mascot appearances, and promotional events.
- ◆ Utilized well-developed communication and persuasion skills by sharing special offers and samples to guests to encourage purchases of demonstrated products.

LEADERSHIP+INVOLVEMENT

Student Social Media Contributor

Common Experience @ TXST | Jan 2021 - May 2021

- ◆ Used data analytics to develop client portfolio, addressing client strengths and areas for growth.
- ◆ Created social media content and monthly analytics reports for client as a part of Advanced Social Media and Analytics course.

Marketing Executive

Data Analytics Club @ TXST | Aug 2019- May 2020

- ◆ Updated club meetings and events by creating social media posts, flyers and newsletters.
- ◆ Reached out to potential guest speakers and handled club meeting reservations.