

Madison Mitzel

Product Designer/Production Assistant

Skilled in end-to-end product design, including user research, wireframing, prototyping, usability testing, and design system implementation. I assist in film/TV by coordinating logistics, managing on-set operations, and supporting crew to ensure smooth workflow.

EXPERIENCE

Grey Parrot Systems- IT Consulting Company / UX Designer

August 2024-Present

- Led the redesign of a tire company's e-commerce website, improving navigation, checkout flow, and mobile responsiveness.
- Developed 30+ wireframes and high-fidelity prototypes using Figma, ensuring smooth collaboration with developers.
- Designed and optimized a new POS interface, enhancing usability and transaction efficiency by 25%.
- Designed an enhanced email to payment template, streamlining customer interactions and conversions.
- Established a scalable design system, improving consistency and maintainability across the platform for Grey Parrot.

Terakeet- Enterprise Marketing Company / UX Designer

June 2023- August 2024

- Developed a heuristic evaluation framework that assessed client websites, leading to key usability enhancements.
- Conducted UX audits, competitive analysis, and A/B testing, optimizing conversion rates for high-traffic pages, leading to an at least 18% increase in lead generation for multiple clients.
- Designed responsive web experiences based on research insights, improving user retention by at least 12% for multiple clients.

HBO- Max The Righteous Gemstones / Additional Set PA

July 2024-September 2024

- Coordinated with various departments (ie. camera, lighting, sound) to facilitate communication and ensure timely completion of tasks.
- Assisted managing talent and crew movements on set, ensuring everyone was in the right place at the right time, contributing to efficient production flow.
- Maintained a safe and organized set environment by enforcing safety protocols and keeping the set clean and clutter-free.
- Adapted to last-minute changes and problem-solved under pressure to maintain production schedule and quality standards.
- Tracked and managed production supplies, ensuring that necessary items were available and properly accounted for.

Apexon-Digital Services Company / Associate Designer

April 2021-May 2022

- Contributed to the development of components for cars.com's Advanced Search filter page, improving search functionality and user navigation.
- Reported qualitative and quantitative research insights to Lumity, guiding data-driven decisions that enhanced the educational portal's effectiveness.
- Identified key opportunities by journey and empathy mapping.

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[My Portfolio](#)

PW: MaddiesWork

EDUCATION

Purdue University- Bachelor of Science in Retail Management

CERTIFICATIONS

Google Design Certificate

TECHNICAL SKILLS

Figma, Google Analytics, Google/Microsoft Suite, UserTesting, Miro, Dovetail, Jira, Confluence, Typeform, Optimal Workshop, Maze, Qualtrics, Airtable, Salesforce, Survey Monkey, Excel

HOBBIES

Sailing, Horse Riding, Basketball, Soccer, Yoga, Bowling, Reading, Writing