

Hello There!  
Hello There!  
Hello There!  
Hello There!  
**Hello There!**

Please enjoy this packed document of all things me!  
In it you will find my Resume, Cover Letter and Confidential Work

## Say Hello

859.753.1483

hamelmaddy@gmail.com

maddyhamel.com

## My Education

University of Louisville

BFA | 8/15 - 5/18

Graphic Design Major

## My Expertise

Adobe Creative Suite

Invision

Sketch, Figma & Adobe XD

Prototyping

Software

UX Research

Front-end Development

Microsoft Suite

Social Media Design

Photography

## Myself

I am utterly obsessed with making things, breaking things, and the golden moment on a project when the creative process crystallizes into a well-designed solution. I believe that humans are at the center of every solution and that good design does not come from only sitting behind a desk, but is crafted from human experiences and everyday problems. I do not accept making something look good, but making something work great for that user and/or audience.

I will consistently strive for perfection and pushing the boundaries. I am a spirited and human-obsessed designer up for any challenge

## My Experience

### UX/UI Designer | Cisco | San Jose

- Conducted competitive research, audits, and testing sessions to validate user-centered design decisions
- Enabled customers to seamlessly visualize patterns in billions of data points by translating user requirements into simplified and intuitive mockups and prototypes
- Iteratively improved designs, incorporated technical limitations, and drove features to completion by working closely with engineers across 4 countries

### UX/UI Designer | Smashing Boxes | Durham, NC

- Solve complex UX challenges, create interaction design concepts & collaborate with developers to ensure success
- Create user flows, task flows, UI kits, wireframes, and prototypes for usability testing and developer handoff
- Conduct research on competitors & target demographics to drive design decisions & uncover user needs
- Lead prototype usability tests & interpret findings reports

### Designer | What If, part of Accenture | New York, NY

- Designed digital and print deliverables for international clients, including websites, apps, products, books, packaging, and brand identities
- Collaborated with strategists to incorporate synthesized user research and consumer insights into design deliverables
- Designed and built clickable prototypes of websites and mobile applications
- Defined digital concepts and systems through UX mapping, wireframing and prototyping
- Moderated in-person and virtual co-creation sessions and digital communities for user testing

# Hello!

My name is Maddy Hamel. I am a designer that just moved from Brooklyn to Durham with a passion for creative problem solving and digital storytelling. I would love to be considered for the Designer Position.

Here's what I bring to the table:

**User-Obsession:** I know that the best design comes from solving the unique and often times unarticulated needs of end-users. Throughout my career I have been intimately connected with real-world consumers through facilitating focus groups, one on one immersions, and hot shops. This experience helps me keep the consumer at the heart of my work by identifying their needs from the products, brands, and services they interact with and turn those into the insight and principles necessary to create impactful digital experiences.

**Analytical Mining:** Particularly as it relates to UI/UX design, designers are constantly adjusting and adapting to new input as we iterate and accumulate new learnings. I have the innate ability to sift through multiple sets of data and consumer insight and narrow in on the most important takeaways, leveraging these as critical inputs into my design. While it's natural to want to solve for everything, I know that the most successful digital products are simple and intuitive. My ability to laser focus on what's most important helps me stay immersed in the end-goal and avoid the dilution of the overall idea.

**Collaboration:** Throughout my career I have worked on diverse teams with colleagues at all levels. I truly do my best work when I can sit with my team members, kick around ideas and build off of one another. I actively seek out the perspectives of others to ensure that design isn't happening in silo, but truly the connective tissue between all parties involved in the innovation.

For these reasons, combined with my experience in design thinking innovation and digital product development, I am confident I would be a great addition to the team.

I have gathered a collection of my previous work to demonstrate my cross-industry knowledge and expertise attached to this document. I would love the opportunity to take you through this work in more depth and discuss how I can add value as a designer on your team.

Thank you for your time and I look forward to hearing from you.

Sincerely,  
Maddy

# Confidential Work

The work you will see are brief overviews of projects, please reach out for in-depth work

Maddy Hamel

## EXPERIENCE OVERVIEW

### Commercial Responsibility

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#### **Project Management**

Delivered stage-appropriate, Strategic deliverables in a timely fashion with attention to detail

Managed communications with project team and Client.

#### **Client-Facing**

Co-lead client-facing presentations.

Facilitated brainstorm and Ideation sessions.

Prepared files and final documents for presentations and hand-offs.

### Research & Experimentation

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#### **Understanding the Consumer**

Lead focus groups in multiple states with 5-20 participants per session.

Facilitated in-home immersions to further understand the user.

Assisted in the creation of a white paper after a 1.5 year long study on food insecurity.

#### **Experimenting**

Assisted in the conduction of a month long food and shopping experiment.

Conducted multiple AB, prototype, and app-based tests.

Created the assets and lead many social media experiments.

### Strategy & Development

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#### **Creative Strategy**

Worked daily with strategist and analysts to form industry POV's and client pitches.

Analyzed research from experiments and findings to implement into product design.

#### **Idea Development**

Participated in daily brainstorm and kickarounds with consumers, clients, strategists and industry experts to ideate new ideas and new product development.

### Design & Implementation

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#### **User Centered Design**

Implemented research and strategy from projects to build a human-centered product.

Transformed complicated and tedious content into an easily digest-able platform.

#### **Brand Design**

Designed products for multiple corporate brands.

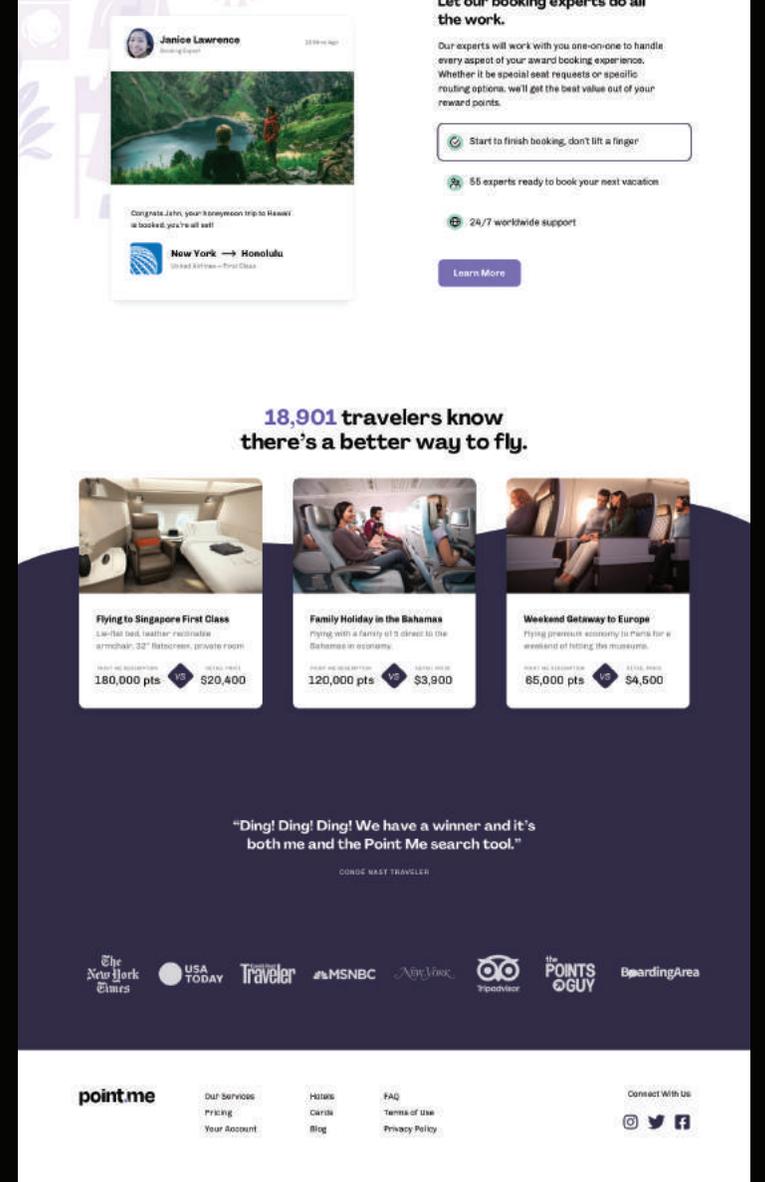
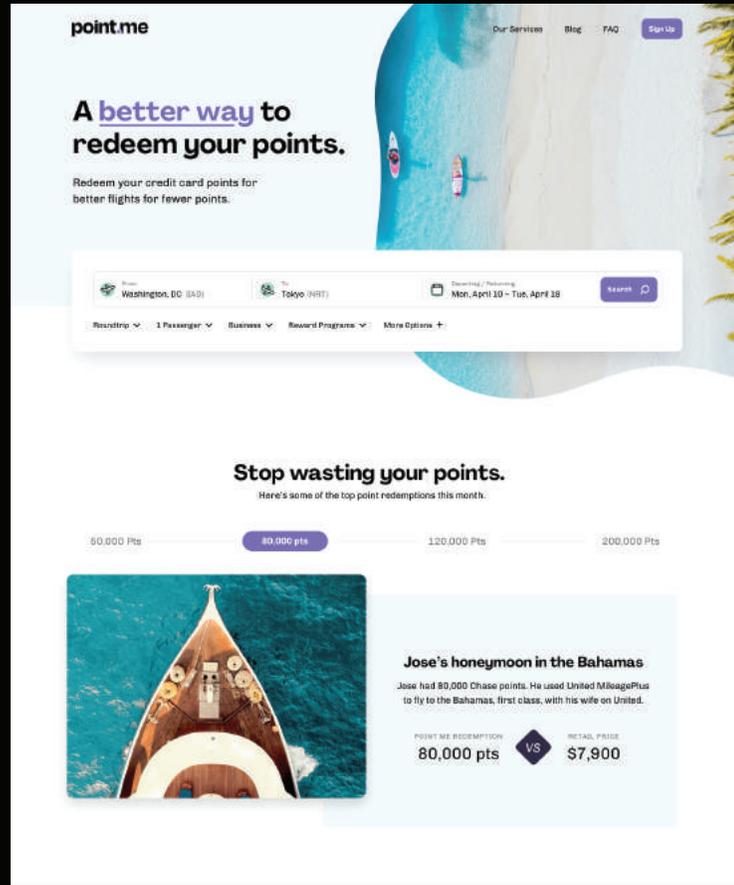
Assisted in re-branding multiple companies.

#### **Implementation**

White labeled and designed products for a development hand-off.

# Point.Me

Recent freelance project to brand and develop a site for a new credit card rewards concept that is being presented to Investors.



KAISER PERMANENTE

# Food For Life

A 1.5 year-long research and product development project to bring food security to all of Kaiser Permanente's members.



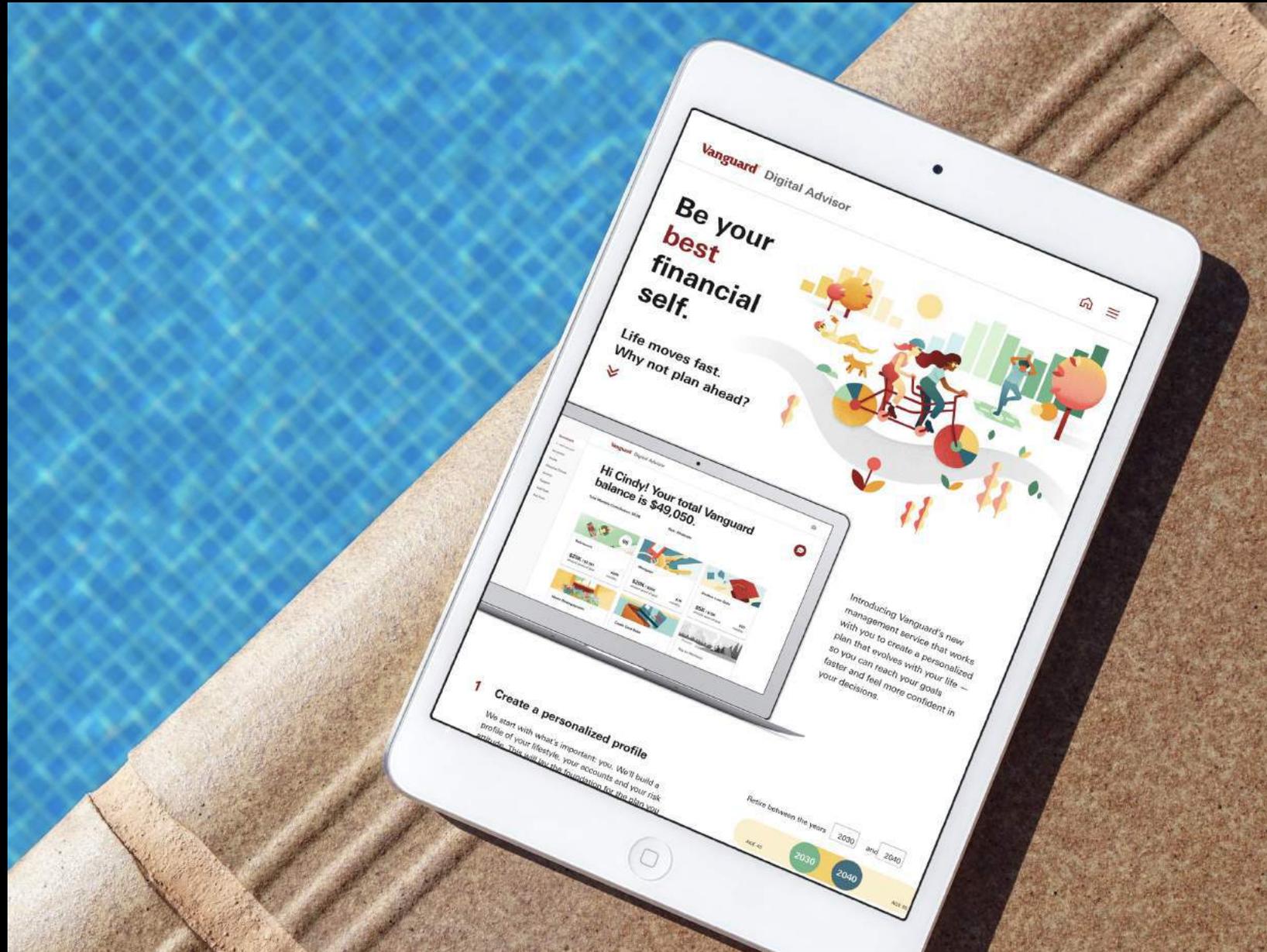
# Final Product

The final product consisted of a 160 page book containing research, insights, user journey, and the final app design.



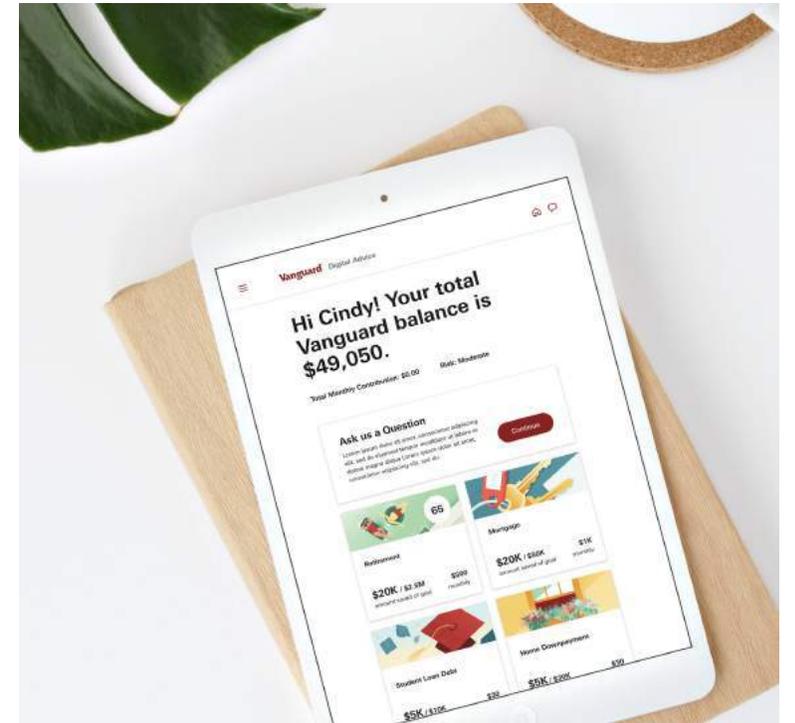
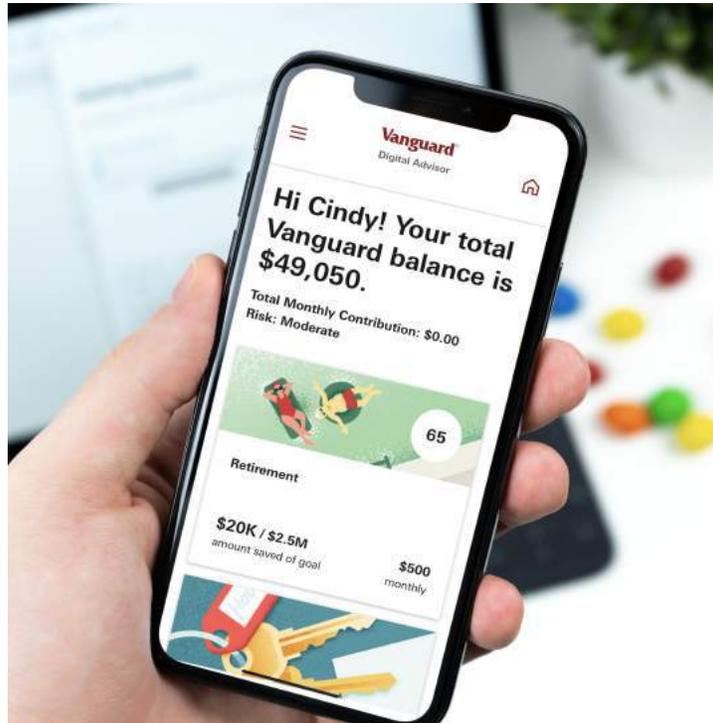
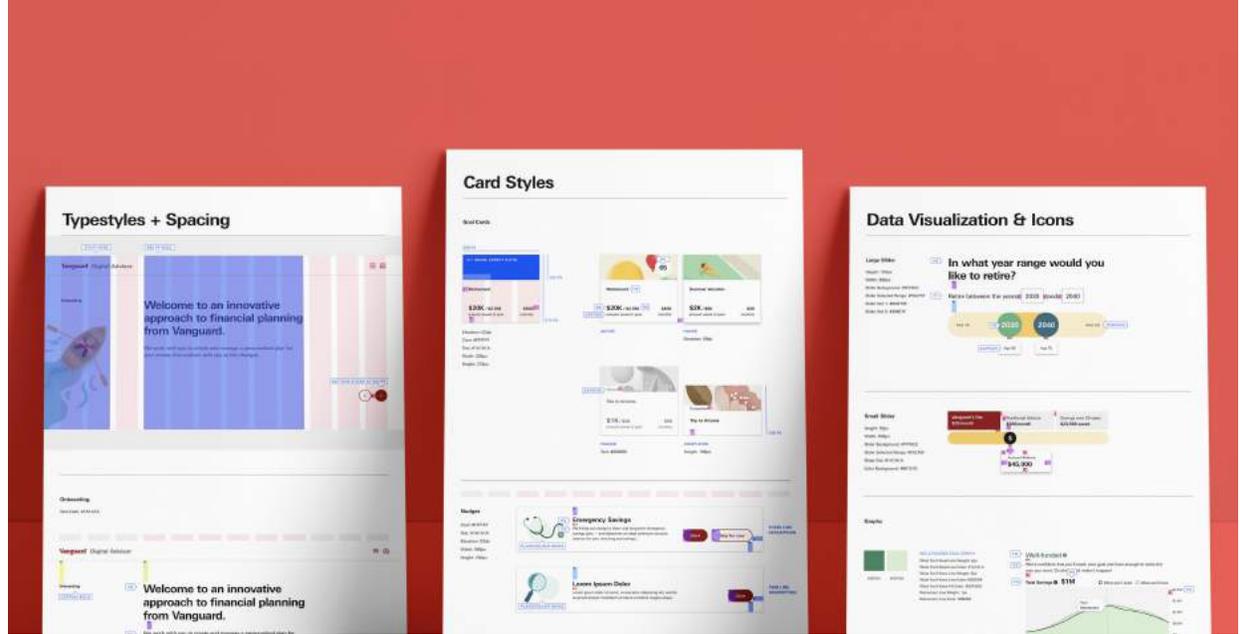
# Vanguard Digital Advisor

A 3 year partnership with Vanguard to create a digital advisor as a platform to target their millennial audience. The look and feel is meant to stretch their brand while still keeping their core look in tact.



# Final Product

The final product consisted a fully developed prototype that is currently be implemented by over 200 developers!



COLEMAN

# Coleman's Camping App

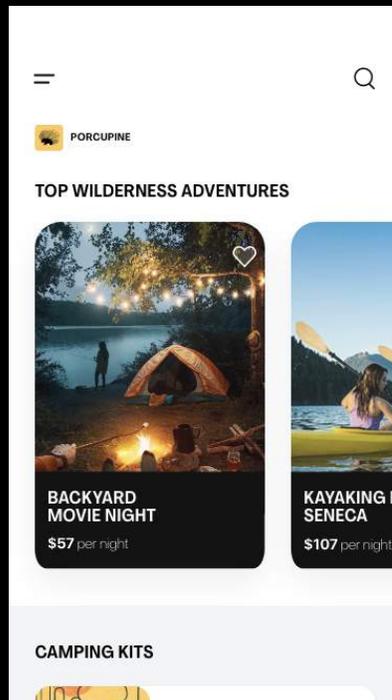
A prototype created for a pitch to Coleman on rethinking their offering from solely product based to additional rental and booking services.



COLEMAN

# Coleman's Here App

The pitch consisted of a mocked platform called "HERE" that allowed the user to book and rent packaged products with campsites.



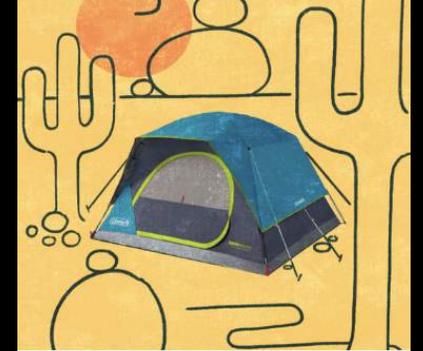
## CAMPING UNDER THE STARS

Escape under the desert sky with a premium packaged experience at Joshua Tree National Park.



### WHAT THE ADVENTURE ENTAILS

- Tent with a Views
- Peace & Quiet
- Cozy Campfire
- Off-the-grid spot



## THE STARTER KIT

Just getting started? This is the perfect kit to set you up on an adventure without too much hassle.



01  
Your Home for the Night.



02  
Your food & beverage climate control



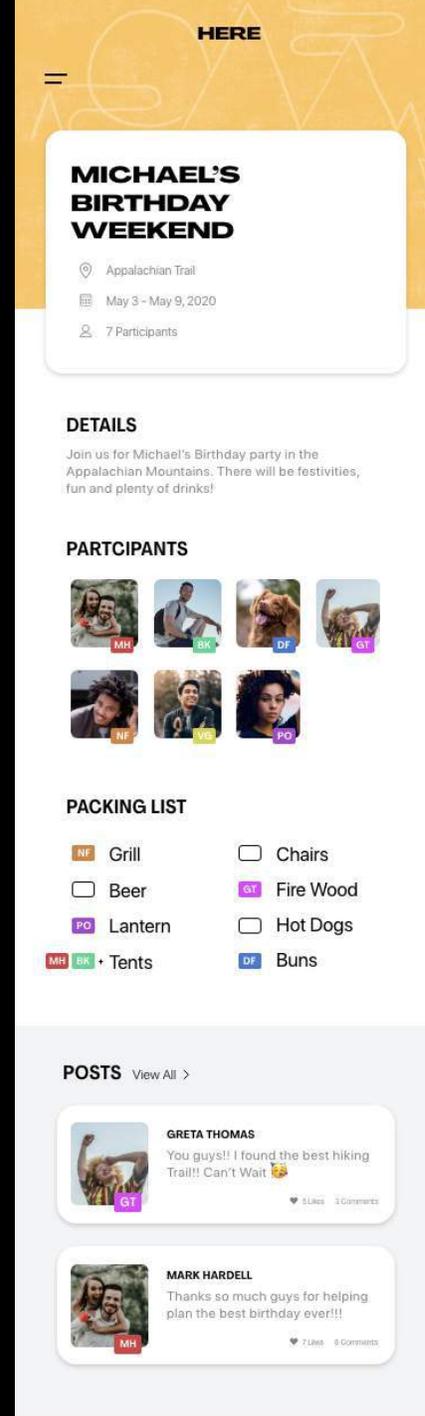
03  
Your Bed Set

## CAMPsites NEAR YOU



# Coleman's Here App

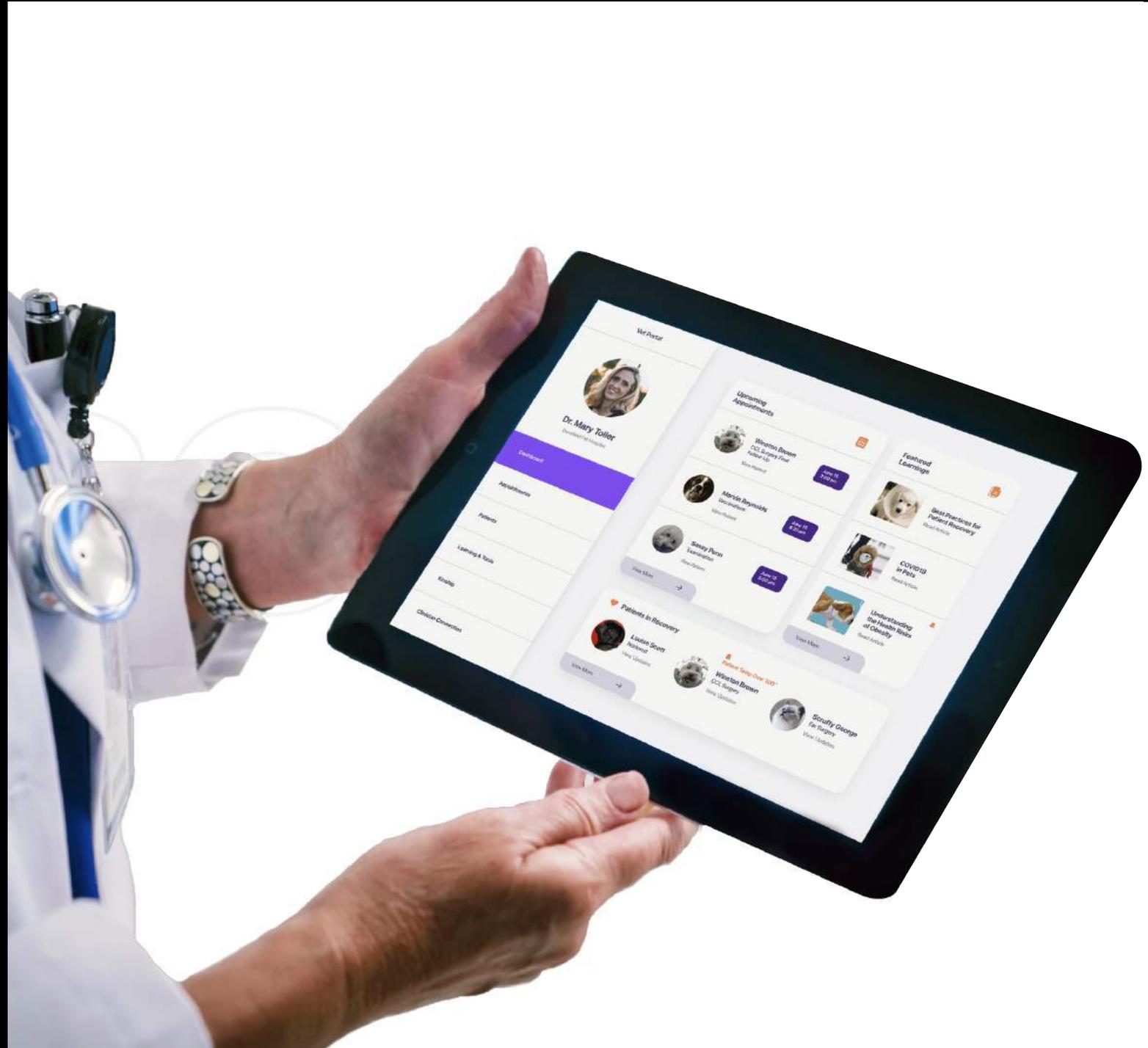
The pitch consisted of a mocked platform called "HERE" that allowed the user to book and rent packaged products with campsites.



MARS

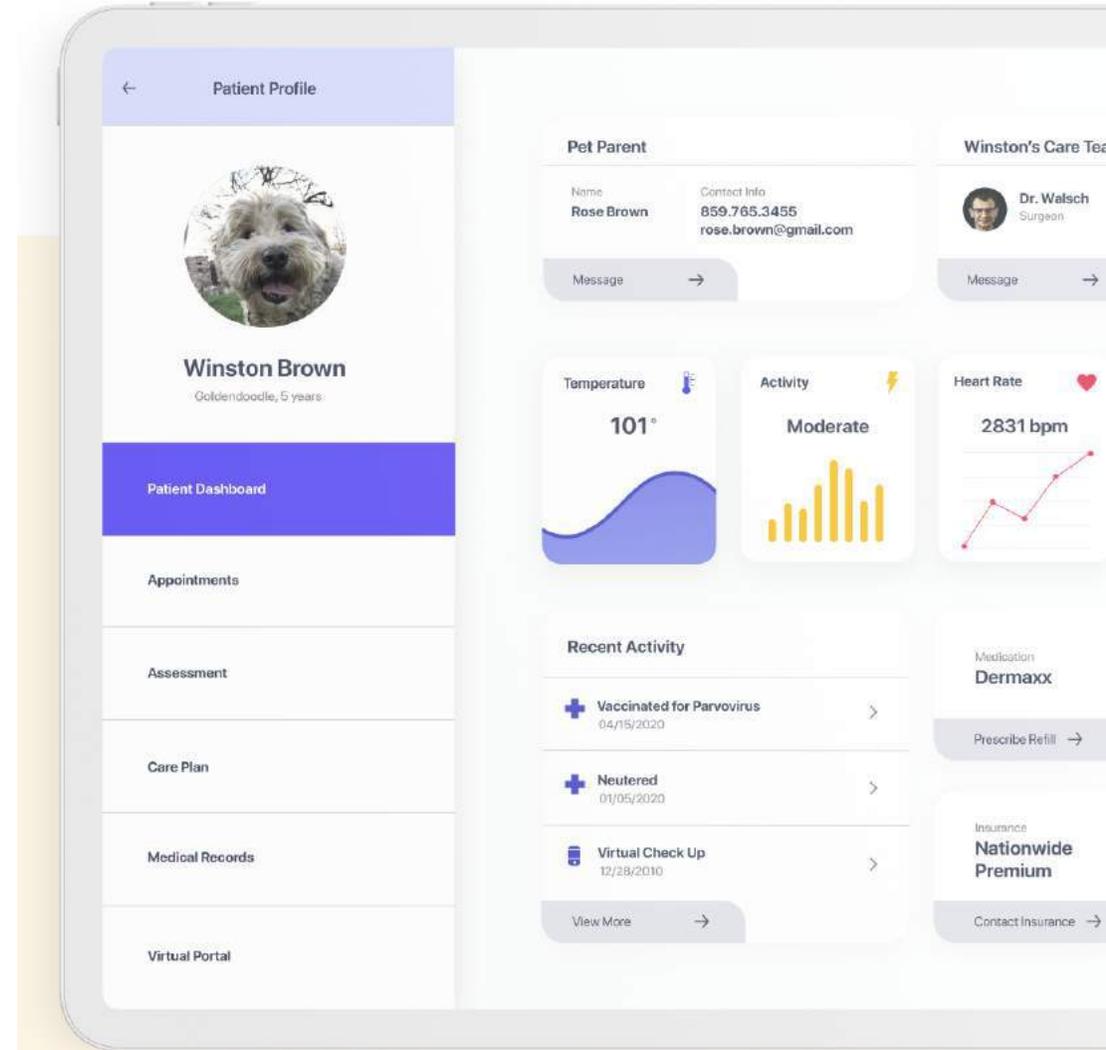
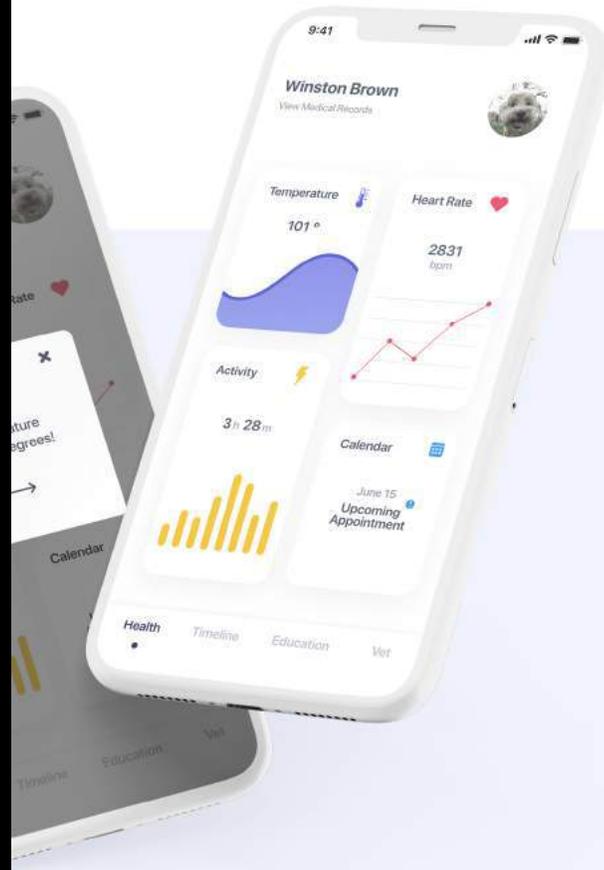
# Clinician & Pet Parent Platform

A pitch to Mar's Pets to utilize their brands to become a pet parent and clinician platform.



# The Pitch

The pitch consisted of research, User journey and a prototype.



# Internal Re-brand

An internal re-branding of ?What If!  
Innovation after being bought by Accenture.



# Chase Statement Redesign

A four month project that consisted of over 20 statement designs for experimentation. Over 5 experiments conducted resulting in 2 options for Chase to utilize.



Manage your account online: [www.bank.com](#)

Customer Service: 1-800-524-3880

Mobile: Download the app today

**New Balance**  
\$481.43

Minimum Payment Due  
\$35.00

Interest Savings Balance  
\$365.00

Payment Due Date:  
02/09/20

### REWARDS SUMMARY

Previous points balance	1,506
+1.5 (1.5Pts)/\$1 earned on all purchases	723
<b>Total points available for redemption</b>	<b>2,229</b>

Start redeeming today. Visit [www.rewards.com](#)

You earn unlimited 1.5% cash back on all purchases. It's automatic! Redeem for cash with no minimum, and your Cash Back rewards do not expire as long as your account is open.

**Late Payment Warning:** If we do not receive your minimum payment by the date listed above, you may have to pay a late fee of up to \$37.00.

**Minimum Payment Warning:** If you make only the minimum payment each period, you will pay more in interest and it will take you longer to pay off your balance. For example:

If you make no additional charges using this card and each month you pay...	You will pay off the balance shown on this statement in about...	And you will end up paying an estimated total of...
Only the minimum payment	18 months	\$537

If you would like the information about credit counseling services, call 1-866-577-2678.

### ACCOUNT SUMMARY

Account Number: 3549012

Previous Balance	\$662.16
Payment, Credits	-\$662.16
Purchases	+\$481.43
Cash Advances	\$0.00
Balance Transfers	\$0.00
Fees Charged	\$0.00
Interest Charged	\$0.00
<b>New Balance</b>	<b>\$481.43</b>

Open/Closing Date: 12/13/10 - 01/12/20

Credit Access Line: \$8,000

Available Credit: \$7,518

Cash Access Line: \$1,800

Available for Cash: \$1,800

Past Due Amount: \$0.00

Balance over the Credit Access Line: \$0.00



Account Number: 7845678

[www.bank.com](#) | 800.989.2344

**New Balance**  
\$1679.50

Payment Due By  
02/20/20

Minimum Payment Due  
\$35.00

### Reward's Snapshot

You earn unlimited 1.5% cash back on all purchases

Previous Points Balance:	1,506
This Month's Earned Points:	+ 780
Redeemed:	-20
<b>Total Points</b>	<b>2,230</b>

### Featured Offer & Benefits

- DashPass Subscription Activated
- 5x points on Lyft rides Activated
- \$300 Annual Travel Credit Resets 09/23/2020

Activate rewards & benefits at [www.bankrewards.com](#)

### Reward's Breakdown



- Travel & Dining
- Bonus points on Lyft Rides
- Other Purchases

**Rewards equate to:**

Flight Dollars	\$300.00
Cash Back	\$223.00

### Account Summary

Previous Balance	\$662.16
Payment and Credits	+-\$662.16
Purchases	+\$632.16
Cash Advances	+0.00
Balance Transfers	+0.00
Interest Charged	+0.00
Fees Charged	+8.40
<b>New Balance</b>	<b>\$679.50</b>

**Billing Period: Feb 5 to Mar 8**

2020 Credit Access Line:	\$7,500
Available Credit:	\$4,406
Cash Access Line:	\$1,500

**Late Payment Warning:** If we do not receive your minimum payment by the date listed above, you may have to pay a late fee of up to \$37.00.

**Minimum Payment Warning:** If you make only the minimum payment each period, you will pay more in interest and it will take you longer to pay off your balance. If you would like information about credit counseling services, call 1-866-797-2985.



Account Number: 7845678

[www.bank.com](#) | 800.989.2344

**New Balance**  
\$1679.50

Payment Due By  
02/20/20

Minimum Payment Due  
\$35.00

**Interest Saving Payment**  
\$498.00

**Late Payment Warning:** If we do not receive your minimum payment by the date listed above, you may have to pay a late fee of up to \$37.00.

**Minimum Payment Warning:** If you make only the minimum payment each period, you will pay more in interest and it will take you longer to pay off your balance. If you would like information about credit counseling services, call 1-866-797-2985.

### Reward's Snapshot

You earn unlimited 1.5% cash back on all purchases

Previous Points Balance:	1,506
This Month's Earned Points:	+ 780
Redeemed:	-20
<b>Total Points</b>	<b>2,230</b>

### Featured Offer & Benefits

- Grubhub Subscription Activated
- 5x points on Uber rides Activated
- \$300 Annual Travel Credit Resets 09/23/2020

Activate rewards at [www.bankrewards.com](#)

Rewards equate to:

Flight Dollars	\$300.00
Gift Card Value	\$250.00
Cash Back	\$223.00

### Reward's Breakdown



- Travel & Dining
- Bonus points on Lyft Rides
- Other Purchases

### Account Summary

Previous Balance	\$662.16
Payment and Credits	+-\$662.16
Purchases	+\$632.16
Cash Advances	+0.00
Balance Transfers	+0.00
Interest Charged	+0.00
Fees Charged	+8.40
<b>New Balance</b>	<b>\$679.50</b>

**Billing Period: Feb 5, 2020 to Mar 8, 2020**

Credit Access Line:	\$7,500
Available Credit:	\$4,466
Cash Access Line:	\$1,500

Current Design

**Thank You!**