

Madeleine Bailey (she/her)

madeleinebailey.ca

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Passionate about designing innovative products and empowering users.

Experience

Alida (formerly Vision Critical), Toronto — UX Designer

JUNE 2019 - PRESENT

- Lead the UX design of Touchpoint from proof of concept to product launch.
- Lead the UX design and rebranding of the Alida mobile app, releasing new features on Android and IOS every month.
- Lead the UX design of the Alida integration center, improving user experience configuring integrations.
- Created user centered design solutions for complex problems and workflows.
- Created low and high fidelity wireframes for new product features.
- Designed for multiple products simultaneously and facilitated handoffs with developers globally.
- Conducted user testing sessions with customers from: The Global Mail, Crate and Barrel, Adobe and more.

Human Factors Healthcare, Toronto — Design Intern

October 2017 - December 2017

- Assisted lead designers on projects that integrated the design process into healthcare solutions.
- Designed client facing assets for the open house, including project presentations, event invites and wayfinding signage.
- Designed data visualizations and infographics highlighting the findings of usability testing and quantitative analysis.

Education

Ontario College of Art and Design, Canada — Industrial Design

Bachelors of Design (BDes) with Distinction, September 2015 - June 2019

Lahti University of Applied Sciences, Finland — Experience and Interaction Design

Exchange Program, January 2018 - June 2018

Software

- Figma
- Sketch
- Invision
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Rhino

Skills

- User testing
- Wireframing
- Product strategy
- Branding
- Ideation
- Design research
- Accessible web design
- Creating user personas
- Market research