

MADISON RUSSO

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EDUCATION

Master of Science
Interactive Media, UX Design Concentration
Quinnipiac University
September 2014 - August 2017

Bachelor of Science
Business Administration and Marketing
Elon University
September 2008 - May 2012
Dublin Business School
Fall 2010

SKILLS & COURSES

Design Tools: Axure RP8, Sketch, and Adobe Creative Suite (including Photoshop, Illustrator, and Premier)

Web Platforms: HTML/HTML5, CSS/CSS3, PHP, Wordpress, and Bootstrap

Productivity: Microsoft Office applications (including Access, Excel, PowerPoint, and Word)

Courses: Information Architecture & Content Strategy, User Research & Methods, Prototyping, Designing for the User, and Web Development

HONORS AND AWARDS

- Top 6 / 32 teams at Travelers' Innovation Jam for application using voice recognition and NLP capabilities
- Runner-up for Amazon's Internet of Voice Challenge using Alexa
- Nominated co-ambassador for Hackster.io

WORK EXPERIENCE

User Experience Specialist

Travelers ▪ Hartford, CT ▪ Aug 2015 – Present

- Saved \$7M in operational expenses by helping design a new document delivery process
- Used a range of research methodologies to understand user needs and goals including remote or in-person, interviews, task-based testing, surveys, ethnography, and web analytics
- Analyzed and presented findings to optimize business processes around policy sales, paperless enrollment, and self-service capabilities

Product Marketing Associate

Brady Corporation ▪ Branford, CT ▪ Mar 2014 – Aug 2015

- Analyzed catalog sales to re-design pages and optimize the acquisition of new customers in competitive analysis test books
- Used information from Google Analytics to manage SEO and UX performance of product pages online
- Managed launch of speciality First Aid products to increase year end sales from print and web channels

Project Manager

The Pert Group ▪ Farmington, CT ▪ Jun 2013 – Sep 2013

- Designed market research studies to meet client needs in the global beverage industry
- Managed multiple vendors to execute studies and collect sample data from target regions
- Analyzed sample trends to control project quotas and meet client specifications
- Utilized problem solving skills to maintain costs and meet deadlines

Business Case Manager

Prudential Financial ▪ Shelton, CT ▪ Jun 2012 – Jun 2013

- Managed client information in the corporate database
- Monitored and tracked the circulation of annuities contracts and prospectuses in the continental US for distribution management