

MADELINE SEKELA

Former corporate Recruiter turned Product Designer with a passion for creating thoughtful digital experiences. Strong track record of collaborating within teams and cross-functionally to ideate and implement solutions to complex challenges. A creative problem solver adept at balancing a meticulous attention to detail with high level strategic thinking. Skilled at communicating design decisions clearly to team members and stakeholders.

EXPERIENCE

FREELANCE, REMOTE

Product Designer, Jan 2023-Present

Product design for a variety of clients including native mobile app and responsive web.

- Conducted user research, interviews, usability testing, and heuristic evaluations to deeply understand client and user pain points and project constraints.
- Translated high-level requirements and user research findings into elegant design solutions.
- Communicated the design process at various stages through the creation of sketches, wireframes, user flows, user journeys, site maps, mockups and high fidelity prototypes.
- Collaborated with team members to conceptualize and implement innovative solutions to complex design challenges.
- Presented to key stakeholders, using research and best practices to clearly communicate and support design decisions.
- Integrated insights from user testing, evolving business requirements and stakeholder feedback into ongoing product updates.
- Updated style guides to freshen up and modernize visual style of UI while maintaining adherence to brand identity.

BODi, SANTA MONICA, CA

Recruiter, Oct 2019-Feb 2024

Full-cycle recruiting for a leading online fitness brand supporting tech and creative teams across the organization.

- Led the redesign of the contingent worker onboarding process in Workday resulting in increased user satisfaction, decreased error rates, and increased rates of task success.
- Conducted research to deeply understand business requirements, stakeholder objectives, user frustrations and technical constraints.
- Translated findings into impactful solutions, integrating feedback from usability testing into ongoing product updates.
- Prepared and presented design decisions to team members and stakeholders, supporting them with best practices and data.
- Collaborated cross-functionally to create and implement strategic recruiting roadmaps tailored to each job requisition.
- Clearly communicated hiring challenges to stakeholders and ideated creative solutions to address them.
- Acted as owner and steward of the recruitment process, advocating tirelessly for the prioritization of human-centered improvements.

BLACKBIRD PRODUCTIONS, USA

Production Coordinator, Feb 2019-Oct 2019 (Contract)

Comprehensive support to a large scale touring music production

designbymaude.com

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[LinkedIn](#)

(248) 933-1307

Los Angeles, CA

SKILLS

Design Thinking

Visual Design

Interactive Prototyping

Design Systems

Persona Development

Journey Mapping

Information Architecture

Wireframing

Sketching

User Research

Usability Testing

Graphic Design

TOOLS

Figma

Miro

Balsamiq

Adobe After Effects

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

including vendor relations, merchandising and administration.

- Facilitated seamless production logistics by coordinating with vendors, crew and venue staff ahead of our arrival at each location.
- Prepared comprehensive production documentation including crew memos, communicating essential information to the production and ensuring smooth operations.
- Organized travel logistics and accommodations for band and crew, optimizing comfort and efficiency within budget constraints
- Managed tour merchandise accounting and inventory with precision, maximizing revenue and maintaining accuracy.

20TH CENTURY FOX TV, CENTURY CITY, CA

Executive Assistant, Current Programming, Aug 2018-Feb 2019

Executive Assistant to two high profile studio executives, managing a TV calendar of over 11 on air shows.

- Managed multiple concurrent priorities seamlessly in a fast-paced, high-volume environment with strict deadlines.
- Orchestrated schedules, meetings, travel arrangements, and expense tracking for two busy Current Programming executives overseeing 11 television series across network and cable outlets.
- Acted as the department's main liaison, effectively communicating with directors, writers, producers, and network executives.

APA AGENCY, BEVERLY HILLS, CA

Executive Assistant, TV Literary, Feb 2017-Aug 2018

Managed a high-volume Partner's office at a top Hollywood Agency, supporting a roster of over 60 clients.

- Provided valuable feedback on client scripts and pitches, enhancing client representation.
- Crafted compelling submissions featuring client materials to present to major studios.
- Coordinated events and managed communications for the APA Women's Empowerment Group.

EDUCATION

University Of Michigan

Bachelor of Science, Political Science

CERTIFICATES

University Of Michigan

UX Research & Design Specialization

Memorisely

User Interface Design

Bitesize UX

UX Design for Business Goals