Madi Loyd
User Experience (UX) Designer

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SKILLS:
Technical: Figma, UI Design, UX Research, Usability Testing, Wireframing, Prototyping, Adobe Programs
Soft: Communication, Empathy, Creativity, Collaboration, Leadership, Adaptability, Time Management, Teamwork

INTERNSHIPS:
Sydney, Australia

reKro (Student Accommodation Start Up) UX-UI Design Internship — *June – August 2025*
- Designed 5 high-fidelity mobile app screens and interactive prototypes, clarifying core user flows
- Designed second iteration of reKro's landing page for IOS and Android app launch
- Created responsive app store listing designs for app launch (Apple App Store and Google Play Store)
- Conducted comparative analysis and usability research across different housing platforms

West Lafayette, IN

Purdue Galleries Website Redesign UX-UI Design Internship — *February – June 2025*
- Redesigned the Purdue Galleries interface to increase engagement among community members
- Led co-design workshops, primary and secondary research, and user testing, validating design decisions
- Coded Exhibitions page prototype using HTML & CSS, bridging design and development workflows
- Implemented approved design changes in Cascade CMS, enabling long-term use by Purdue Galleries

EDUCATION:
West Lafayette, IN

Purdue University — *August 2023 – May 2027*
Bachelor of Science: User Experience (UX) Design
Minors: Design & Innovation, Advanced Global Technology, and Communications
Certificates: Collaborative Leadership and Entrepreneurship
Overall GPA: 3.98/4.0

Relevant Courses: UXD Experience Studio, UXD Learning Studio, Designing for People, Fundamentals of Imagining Technology, Tech & The Global Society, Cross-Cultural Leadership, & Advanced Presentational Speaking

Academic Project Experience:

Donate Equity (Non-Profit Start Up), UXD Experience Studio Semester Project — *January – May 2024*
- Designed the onboarding experience for a complex business donation platform for nonprofits
- Conducted primary and secondary research along with extensive user testing, identifying usability barriers
- Designed low- and mid-fidelity landing page screens, establishing a scalable foundation for future iterations

U Do It Legal, UXD Experience Studio Semester Project — *January – May 2025*
- Designed and developed high-fidelity screens of the "About Us" and **"Founder Bio"** pages, increasing user trust and platform creditability
- Co-directed heuristic evaluations, surfacing critical usability issues that informed final design revisions
- Facilitated client meetings and user testing sessions, ensuring solutions aligned with real user needs
- Co-led UX documentation structure and narrative, supporting clear communication across stakeholders

WORK EXPERIENCE:
Purdue University Study Abroad Office — **West Lafayette, IN**
Outreach Coordinator — *December 2024 – August 2025*
- Managed Purdue University's Study Abroad Ambassadors (20+ ambassadors)
- Managed PASSPORT, an organization for international and returning study abroad students (80+ students)
- Created marketing & promotional material for the Purdue Study Abroad department
- Fostered a community among Purdue students and International Exchange students through social activities

IES Vienna — **Vienna, Austria**
Assistant Teacher — *August – December 2025*
- Selected through a competitive application process to assist in teaching English and Art for students ages 11–18 while studying abroad full-time