

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:

Rancho Santa Margarita, CA

Applied Medical (Catering Requests) UX-UI Design Internship

May – August 2026

- Led the end-to-end UX design of a company-wide internal catering request application, creating 60+ high-fidelity screens across 11 user flows for three user roles.
- Conducted competitive research and analyzed existing workflows to uncover opportunities for improved usability and efficiency.
- Partnered with product owners, developers, and stakeholders to iterate on designs, validate solutions, and refine complex enterprise workflows.
- Designed scalable, design-system-compliant interfaces that simplified data-heavy experience and improved the efficiency of the Hospitality team's request management process.

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: 3.99/4.0

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 credibility.
- 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

Outreach Coordinator

West Lafayette, IN

December 2024 – August 2025

August 2026 – Present

- 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.

Illustrator & Artist

Freelance

August 2021–Present

- Created custom artwork and illustrations for clients, bringing their ideas to life through original pieces.
- Managed commissioned projects from initial concept development through final completion and delivery.
- Built and maintained a portfolio through social media and personal creative projects.

IES Vienna

Assistant Teacher

Vienna, Austria

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.
- Taught +60 students of different grade levels and language capabilities.