

# Madelene Eng

## UI/UX Product Designer

Grounded and solution-oriented UI/UX Product Designer with a wide variety of professional experiences.

Curious about all things and passionate about solving problems while creating beautiful experiences.

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## Experience

### **PANGAIA** / Director, Partnerships & Experiences

New York, NY / March 2019 - Present

Creative Direction

Initial design mockups & renderings

Identify & execute opportunities

Partnership Relations & Presentations

Vendor Management

Platform Integrations/Implementations

### **Ruckus** / UI/UX Lead Designer

New York, NY / June 2015 - January 2019

Branding

Creative Direction

Lead client meetings and workshops

Problem solving for client solutions

User stories & Sitemaps

Wireframing & High-fidelity Prototypes

Functional Specifications

High-fidelity UI Designs

### **Young Investors Organisation** / Hub Manager

New York, NY / December 2016 - Present

Planning & execution of events for members

Organizing team for Annual Corporate Summit

### **Receptiv** / Design & Business Development

New York, NY / March - May 2014 (Internship)

Proposal & Presentation Deck Designs

Advertisement Ad Unit Designs

Salesforce Management

## Education

### **Parsons School of Design**

BBA, Strategic Design & Management

2011 - 2015

Dean's List of Spring 2013

Dean's List of Fall 2013

Dean's List of Spring 2014

Dean's List of Fall 2014

Parsons Dean's BBA Scholarship

## Skills & Tools

Branding

User Research

User Testing

Critical Thinking/Problem Solving

Sketching

Wireframing/Prototyping

User Journey/Flows

Visual Design

Responsive Design

Product Design

Information Architecture

HTML/CSS (basic)

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Sketch

UXPin

InVision