MADISON HOWARD

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SUMMARY

Digital & User Experience Designer with 4+ years of experience. Background in both agency and in-house environments, with a focus on creating clean, user-centered solutions that balance aesthetics, usability, and functionality. Projects include work across healthcare, consumer products, and tech, delivering marketing collateral, UI kits, design systems, wireframes, and digital campaigns. Known for attention to detail, adaptability, and clear communication across teams, with a strong track record in fast-paced, collaborative workflows. Proficient in Figma, Adobe Creative Suite, Wordpress, and design system development.

EDUCATION

Bachelor of Arts in Graphic Design
Marietta College - May 2024

SKILLS

Software
Figma, Adobe Suite (AI, PS, INDD), Wordpress, Elementor

Scope
Wireframing, Prototyping, User Research, Logo Design, Collateral, Advertising, Digital Graphics, Email Templates

EXPERIENCE

Syneos Health
Freelance Senior Digital Designer
Remote
March 2025 - Present

Contributing to the *Experience Design team* by refining end-stage digital projects and ensuring high-quality deliverables prior to developer handoff. Managing full project lifecycles on select assignments, *converting Adobe XD files to Figma* and building robust *design systems*. Collaborating closely with designers and project managers to streamline workflows and minimize revisions, maintaining alignment with *user experience and brand standards*.

The Bold Group
Digital Designer
Remote
October 2024 - Present

Design *digital and print assets* including e-documents, business cards, postcards, branding, and UX/UI elements for a variety of clients. Collaborate with project managers, business owners, and design teams to deliver *cohesive, on-brand design solutions*. Utilize *Figma* and *Adobe Creative Suite* to create visually compelling and effective designs aligned with client goals.

Duality Consulting
UX/UI Designer
Remote
November 2024 - April 2025

Designed and developed a scalable, *Flowbite-compatible UI kit* for the Titan X platform to enhance consistency and usability across the client's web application. Created *modular components* including buttons, typography, icons, and color palettes, facilitating streamlined developer handoff and supporting responsive, *accessible user experiences*.

Additional Freelance Design Work
Remote | Columbus, OH
2020 - Present

Industries: Real Estate, Signage, Marketing/Advertising, Construction, Software, Demolition & Abatement, Food Service, Sourcing & Procurement, Fraternity, Antiques Research, Cleaning & Detailing Services, Education.

Project Types: UX/UI design for web platforms and digital products, logo and brand identity development, digital and print signage (wayfinding, parking, directories), slide deck and presentation design, email newsletter templates and marketing assets, photo manipulation and technical overlays, and much more.