Maddie Sherlock

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About me

I'm a product designer who thrives on turning complex challenges into clear, userfocused solutions. With a strong foundation in UX, UI, and product thinking, I design experiences that balance

I solve problems through purposeful product design by building solutions that work — for users and businesses alike. From research and wireframes to polished interfaces, I bring ideas to life through a design process rooted in curiosity, collaboration, and clarity. With a deep understanding of both product strategy and visual design, I bring cross-functional teams together to create scalable, user-friendly digital experiences.

Experience

Product Designer

2023-Present

Code & Theory

- Clients: NFL, Expedia, The Minnesota Star Tribune, Politico, JBL, Wall Street Journal, Barron's,
 MarketWatch, Investment Business Daily, E*Trade, JP Morgan, DeWalt, Stanley Tools, Craftsman Tools,
 Meta
- Led end-to-end project delivery—from strategic planning and UX design to design system development and technical implementation.
- Designed intuitive flows and structures that support user goals & business KPIs. Organized and synthesize usability test findings to iterate on design solutions.
- Designed high-fidelity user interfaces that align with brand guidelines and deliver aesthetic value. Developed and maintain scalable UI systems and component libraries for consistency across products.
- Built strong client relationships and presented design concepts clearly and effectively, balancing depth and accessibility under tight deadlines without compromising quality.

Junior Product Designer

2021-2023

Huge Inc

- · Clients: Google, Epic Games, Aon, Orkin, Onex
- Actively contributed to all phases of the UI design process, including shaping design strategy, crafting interaction patterns, creating high-fidelity visual designs, building and maintaining design systems, and performing rigorous visual quality assurance.
- Partnered closely with UX designers to align on user needs and intent, and collaborated with developers throughout implementation to ensure design consistency, scalability, and pixel-perfect execution across digital products.

Design Intern 2021-2023

Curiosity Advertising

- · Clients: Basd, Donatos, Farmer Focus, Brooks
- Assisted the Head Designer with various client projects. Worked on deck design, social content, video and motion design.

Education

Creative Circus

2018-2021

Product Design

University of Georgia

2014-2019

BA, Art & Design

Skills & Expertise

Systems Design **Product Design** User Research Figma Prototyping Illustrator **UI** Animation Photoshop **User Testing** After Effects Branding InDesign Interface Design Protopie Wireframing WordPress

JIRA
Confluence
InVision
Webflow
Sketch
Principle
Keynote
Powerpoint