




Maddie Sherlock

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About me

I'm a product designer who thrives on turning complex challenges into clear, user-focused 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 Code & Theory	2023–Present
<ul style="list-style-type: none">• 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 Huge Inc	2021–2023
<ul style="list-style-type: none">• 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 Curiosity Advertising	Jun 2021 – Aug 2021
<ul style="list-style-type: none">• Clients: Basd, Donatos, Farmer Focus, Brooks• Collaborate with the design team to produce high-quality visual content for various marketing campaigns, including print, digital, and social media materials.• Supported in the preparation and organization of design assets for client presentations.	

Education

Creative Circus Product Design	2018–2021
University of Georgia BA, Art & Design	2014–2019

Skills & Expertise

Product Design	Systems Design	JIRA
User Research	Figma	Confluence
Prototyping	Illustrator	InVision
UI Animation	Photoshop	Webflow
User Testing	After Effects	Sketch
Branding	InDesign	Principle
Interface Design	Protopie	Keynote
Wireframing	WordPress	Powerpoint