

MADELEINE SCHULZ

MIXED METHODS UX RESEARCHER

WWW.MADELEINESCHULZ.COM

EXPERIENCE

UX RESEARCH MENTEE • NORDSTROM • JUNE-AUG 2019

Partnered with the Enterprise UX team at Nordstrom to conduct user research for a high visibility internal tool. Designed and moderated a qualitative focus group of Nordstrom employees as part of the discovery phase to inform next steps for cross functional teams, including Design and Product Management.

DIGITAL OPERATIONS SPECIALIST • NORDSTROM • JULY 2018 – AUG 2019

Evaluated, simplified and improved purchase order approval processes for Topshop, an ever-changing, high visibility business. Took action on inefficiencies that affected my team.

RESEARCH LEAD • HAYNES & COMPANY • APRIL 2016 – JAN 2017

Managed the research team and client reporting at a fast-paced market research & consulting startup whose key clients include hedge funds, private equity firms and private equity portfolio companies. Successfully oversaw ongoing client deadlines and deliverables, building and writing 3-5 custom reports per week.

RESEARCH MANAGER • HAYNES & COMPANY • OCT 2013 – APRIL 2016

Leadership role in research and design of H&Co's first proprietary research tool Proffit®, with an annual budget of \$600K. Proffit® is a proprietary data product delivering footfall and conversion numbers for more than 60 retail names, 26 times per year. Consulted on UX of smartphone enabled web application for Proffit® data collection.

APPAREL DESIGNER • FREELANCE • JUNE 2009 – AUGUST 2013

Worked with a variety of companies in New York City, including Li & Fung, Kohl's, Target, and JC Penney.

EDUCATION

M.S. • EXPECTED SPRING 2020

UNIVERSITY OF WASHINGTON

Master's Degree in Human Centered Design & Engineering (HCDE). Focus in UX Research. 3.9 GPA to date.

B.F.A. • 2005 – 2009

PRATT INSTITUTE

Bachelor of Fine Arts in Fashion Design, Minor in Art History. President's List. Cumulative 3.7 GPA.

SKILLS

Usability Testing
Research Operations
Data Analysis
Customer Service
Survey Design/Build
High Volume Recruiting
In Depth Interviews
Ethnographic Observation
Contextual Inquiry

TOOLS

Excel
Python
Tableau
Illustrator
Figma
Lucidchart
Trello
Asana

CONTACT

MadeleineSchulz@gmail.com