
Madelin Woods

401 Hyde St, #401
San Francisco, CA 94109
madelinw@gmail.com
www.madelinwoods.com

EXPERIENCE

2011–Present
San Francisco, CA

Exygy; Creative Technical Lead

- Responsible for all web & mobile app design, interaction design & overseeing development implementation

2010–2011
San Francisco, CA

O'Reilly Media; Web Developer

- Re-built the Make & Craft blogs from MovableType to WordPress
- Developed internal tools, social media tools, & microsites
- Responsible for front-end dev & site maintenance for Make & Craft

2010–Present
San Francisco, CA

Pressumé; Co-Founder & Developer

- Turned basic WordPress theme into fully functional service.
- Built admin interface, developed interactions, coded to pixel perfect comps, an intense amount of QA testing & polishing
- Continual development of new features & eventual world domination

2007–Present
Champaign, IL
San Francisco, CA

Freelance Design & Development

- Clients include: O'Reilly Media, Airbnb, Agency Charlie, Citizen Space, Tactical Philanthropy, Illini Apple Center, Champaign-Urbana Mass Transit District, Wolfram Research

2009–2010
San Francisco, CA

GiveChange, Inc; Creative Director

- Designed & launched website from initial strategy to final execution
- Improved website features using analytics & user feedback
- Developed the brand style for marketing, web, & product

2009–2010
Champaign, IL

NCSA // eDream Institute; Graphic / Web Designer

- Designed & coded departmental websites; storyboarded & produced promotional films featured at conferences & various demonstrations
- Represented eDream at SIGGRAPH & IMAX Hubble 3D Premiere

2008–2010
Champaign, IL

Champaign-Urbana Design Org; Co-Founder & Executive Member

- Grew a team of 3 founding members to a board of 10, membership of 50+ & events with audiences of 400+, within first 6 months
- Designed brand identity & event materials
- Organized & managed events (eg Pecha Kucha Nights)

2006; 2007–2009
Champaign, IL

Wolfram Research; Design Intern

- Designed webpages, social media pages, & various print materials
- Represented Wolfram at SIGGRAPH & Wolfram's Tech Conference

EDUCATION

» **University of Illinois**

2005–2009; Urbana-Champaign, IL
B.S. in Advertising
B.A. in Spanish

» **Study Abroad, Barcelona Spain**

2006–2007; Barcelona, Spain

SKILLS

» **Specialties:**

HTML, CSS, jQuery/JavaScript, WordPress, PHP, MAMP/LAMP, Photoshop, InDesign, Illustrator, Coda

English and Spanish

» **Experience with:**

MySQL, Python, 3D Studio Max, After Effects, Google SketchUp, Final Cut Pro, Flash, Mathematica, Maya

ACTIVITIES

» **IxDA member**

San Francisco, CA

» **ACM SIGGRAPH, Vice Chair of UIUC Student Chapter**

Champaign, IL

» **ACM SIGGRAPH**

National

Professional-Student Chapters Committee
Chapters Website Committee

REFERENCES AVAILABLE
UPON REQUEST