

madison anderson

design strategist
+ visual designer

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June 2021

EDUCATION

- 2021 **M.F.A. Visual Communication Design with a concentration in Design Thinking and Design Leadership**, Herron School of Art + Design at Indiana University Purdue University - Indianapolis
- 2017 **B.F.A. Visual Communication Design**, Herron School of Art + Design at Indiana University Purdue University - Indianapolis

DESIGN RESEARCH EXPERIENCE

- 2019-Present **Indiana University Health / *Student Researcher***
Currently concluding thesis research project in partnership with Indiana University Health. The aim of this research was to identify the misalignments between the espoused core values of the organization and the existing culture in the seventeen IUH emergency departments, using Human-centered Design and Visual Sensemaking approaches.
- 2020 **16 Tech Community Corporation / *Student Researcher***
Facilitated a design strategy session with 16 Tech leaders and community representatives as part of the Collaborative Action Research in Design course. The goal of this session was to capture perspectives from both 16 Tech and the local residents in order to develop a common understanding of the past, present and future of this burgeoning innovation district.
- 2019 **Source River West / *Research Assistant***
Designed research tools and conducted engagement sessions with community entrepreneurs. The goal of this project was to identify gaps between Source River West's existing programming and the needs of the community entrepreneurs and develop solutions for making the programming more relevant to their audience.
- 2019 **New Leaders Aspiring Principals / *Research Assistant***
Developed Design Thinking tools and assisted with facilitation of a Design Thinking Workshop. The goal of this workshop was to facilitate the aspiring principals to personify their communities, articulate the unique barriers in their community, and identify opportunities for their educational institutions to meet those needs in an innovative way.
- 2019 **IUPUI Diversity Task force / *Research Assistant***
Designed communication tools for two focus group sessions with the IUPUI Diversity Task Force leaders. These tools were designed to lead the participants through the process of defining specific challenges in the area of IUPUI black women faculty and staff retention, generating ideas to address these challenges, and developing an action plan to achieve the specified goals.
- 2018-2019 **Indianapolis Department of Metropolitan Development / *Research Assistant***
Developed a research plan, conducted field work, organized ideation / prototyping sessions with citizens, and developed solution prototypes. The goal of this project was to develop a plan for strategic integration of the dockless electric scooters in Indianapolis using Human-centered Design Research strategies.

2018-2020 **Eskenazi Health Senior Care / *Information Designer and Design Research Assistant***
Assisted in conducting observations and interviews with patient caregivers and clinic team members to evaluate the current flow of the information experience in the Eskenazi Health Senior Care Clinic. Designed new educational materials to reshape the interactions between patients, caregivers, and healthcare providers.

TEACHING / MENTORSHIP EXPERIENCE

2020 **Metropolitan State University of Denver / *Adjunct Instructor***
Taught the IND 3000 Design Thinking course in the Department of Industrial Design.

2020 **Herron School of Art + Design / *Curriculum Design Assistant***
Assisted the program director with a curriculum review and redesign for the Herron Graduate Certificate in Design Thinking Program.

2019-2020 **Herron School of Art + Design / *Teaching Assistant***
Served as a teaching assistant for V340 Designing in Context and V330 Introduction to Design Research, two junior-level undergraduate courses in the Department of Visual Communication Design.

2018-2020 **Innovation Design Entrepreneurship Action (IDEA) Fellows / *Student Leader***
Served in the leadership circle for four consecutive semesters. Planned and executed three Open-Innovation Design Sprints where students, faculty, and community members came together to tackle a specified challenge using Design Thinking processes and methods.

VISUAL COMMUNICATION DESIGN EXPERIENCE

2017-2020 **IU Richard M. Fairbanks School of Public Health / *Visual Communication Designer***
Developed a visual identity system and communication materials for various public health initiatives including the Indianapolis Diabetes Impact Project (DIP-IN) and the Substance Use Programming for Person-Oriented Recovery and Treatment (SUPPORT) program

2016-Present **Various Clients / *Freelance Designer***
Provided services including but not limited to: brand / identity design, website design, illustration, videography, photography, social media marketing strategy development, information design, wayfinding, and temporary stage aesthetic design.

Selected Clients: The Nest Event Center, Winterfire Conference, Milk & Honey Baking Company, Arts for Learning: The Indiana Affiliate of Young Artists, Indiana District Youth, Visit Indy, Indiana Bible College, Kentucky Missions, and Calvary Tabernacle.

COMPETENCIES

Design Research Methodology, Service Design, UX Design, Design Thinking Processes and Methods, Design Facilitation, Visual Communication Design, Information Design, Data Analysis, Brand / Identity Design, Data Visualization, Persona Development, Experience / Journey Mapping, Service Blueprint Development.

TECHNICAL SKILLS / SOFTWARE

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Sketch, InVision, Miro Realtime Board, Atlas.ti, Microsoft Word, Microsoft Powerpoint, Pages, Keynote, Slack, Trello, and Google Workspace.

HONORS / AWARDS

- Spring 2020 **IUPUI Elite 50 / Honoree (on Premier 10 List)**
Each year, IUPUI honors 50 graduate and professional students who demonstrate excellence beyond the classroom—in areas such as campus leadership, scholarly work, and community engagement. These IUPUI Elite 50 represent the best of the best among IUPUI's graduate and professional students and capture everything that makes IUPUI exceptional. In addition to recognizing the leading 50, those with the top scores are named to the Premier 10 list.
- Spring 2020 **IUPUI William M. Plater Civic Engagement Medallion / Recipient**
The William M. Plater Civic Engagement Medallion was established in 2006 to honor graduates who have excelled in their commitment to the community through activities such as service learning, volunteerism, community / social issue advocacy, community work-study, and political engagement.
- 2018-2020 **Herron School of Art + Design Graduate Fellowship Scholarship / Recipient**
- 2018-2019 **Herron School of Art + Design Mildred Darby Menz Scholarship / Recipient**