

# Madelyn Eve Wyner

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## Summary

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Passionate and experienced product designer with a proven track record of transforming user insights into innovative, human-centered experiences. Expertise in user research, design strategy, and product development, with a background in computer science and design engineering. Skilled at leveraging creative tools and cross-disciplinary approaches to simplify complex ideas and build accessible, engaging products.

## Education

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**University of Pennsylvania** – Philadelphia, PA

*Master of Science in Integrated Product Design, GPA: 3.88*

August 2021 - December 2023

**Rollins College** – Winter Park, FL

August 2014 - May 2018

*Bachelor of Arts in Computer Science; Minor in English, GPA: 3.53*

- Honors: Cum Laude, Dean's List, Archibald Granville Bush Award for Science and Mathematics

## Skills & Publications

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**Awards:** Inventor on KiwiCo Spin Art & Archery Design Patents, Winner of Wharton Innovation Fund Award

**Design Research:** In-depth interviews, usability testing, A/B testing, diary studies, user journey mapping

**Technical:** Python, Java, SQL, SolidWorks, Keyshot, Rhino, Figma, Adobe Illustrator, Miro, Wireframing

## Experience

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**Senior Product Design Specialist**

November 2023 - February 2025

*KiwiCo, Inc.*

Mountain View, CA

Designed and developed hands-on STEAM crates for the KiwiCo Labs subscription lines (ages 5-14), fostering creativity and curiosity through engaging build-and-play experiences.

- Led design for KiwiCo Labs products, including Motorized Spin Art, Archery Set, Maze Arcade, and Animatronics Studio, managing the process from concept to production.
- Conducted weekly user research and playtesting sessions, gathering insights to enhance toy designs for maximum engagement and educational value.
- Managed end-to-end project timelines with manufacturers, ensuring product quality, safety, and fun from prototype to final production.
- Collaborated cross-functionally with graphic design, editorial, and sourcing teams to deliver exceptional, kid-tested products on time.

**Design Strategist**

May 2022 - August 2022

*Smart Design*

Brooklyn, NY

Spearheaded qualitative user research, transforming user insights into actionable feedback for clients and driving pivotal design decisions for engineering and industrial design teams

- Conducted in-depth interviews for the Google Pixel team, synthesizing findings to drive the development of a more personalized user experience.
- Managed a comprehensive month-long diary study to understand user behaviors and preferences, providing valuable data for future design iterations.
- Planned and led ideation workshop with clients to create business, brand and innovation insights.
- Drove participant recruitment, designing screeners to ensure a targeted pool of research participants.

**MakerBot**– Brooklyn, NY

*Test Engineer*

May 2020 - January 2021

- Researched and tested the feasibility of new materials for the METHOD and METHODX 3D printers, preparing for upcoming product launches.
- Redesigned test rigs to accurately perform material testing, supporting the release of Nylon 12 and Nylon 66 Carbon Fiber filaments.

**Technical Sales Representative**

April 2019 - January 2021

- Lead daily presentations with engineering clients on the METHODX, discussing its potential fit within their workflow and leveraging new technologies/tailoring product offerings to adapt to individual needs
- Onboarded and trained three new sales representatives, refining technical sales strategies.