

Madelyn Eve Wyner

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Summary

Dedicated and experienced user-centric product designer with a proven history of transforming user insights into exceptional product experiences. Expertise in user research and design strategy methodologies, coupled with a background in industrial product design combine to form the dynamic skillset of an innovative consumer product developer and problem solver.

Education

University of Pennsylvania – Philadelphia, PA

Master of Science in Integrated Product Design, GPA: 3.88

August 2021 - December 2023

- Concentration: Consumer Product Design, Design Strategy
- 2023 Winner of Wharton Innovation Fund - Start-Up Validation Award

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

Design Research: In-depth interviews, surveying, usability testing, A/B testing, diary studies

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

Experience

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

- Led in-depth interviews for Google Pixel client team, uncovering insights and presenting synthesized findings that informed an enhanced personalized user experience for Google Pixel owners
- Managed a comprehensive one month diary study to better understand user behaviors and preferences
- Planned and led ideation workshop with clients to create business, brand and innovation insights
- Drove recruitment by crafting screener designs that ensured a curated pool of research participants
- Worked cross-functionally with engineering and design teams to ensure project alignment

Product Designer

January 2021 - June 2021

Hippiez

New York, NY

Championed user-centric design for the hip-protection start-up Hippiez by orchestrating iterative prototyping cycles, translating user feedback into design enhancements, and guiding strategic business decisions

- Designed and prototyped three concept iterations, refining one singular design based on in-depth interviews and testing to prioritize comfortability and integration with everyday clothing
- Conducted usability testing through movement studies to determine effectiveness with target market
- Managed secondary research efforts, leveraging trend forecasting and competitive analysis in order to enable data-driven design decisions to meet current needs and anticipate future demands

Inside Sales Representative

April 2019 - March 2021

MakerBot

Brooklyn, NY

Combined client-facing expertise with in-depth technical knowledge to address multifaceted design, manufacturing, and prototyping challenges for engineers in their 3D printing capability

- Led daily presentations with engineering clients, tailoring product offerings to address individual client needs and leveraging new technologies to drive innovation
- Managed a team of two sales representatives as the technical lead for product training and positioning
- Conducted effective pipeline management with a 20% influx of inbound leads in 2020, contributing to an overall team growth of 117% in METHOD 3D printer sales from 2019
- Launched execution platform for lead management, increasing team efficiency and conversion rates