

MADISON PHELAN

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EDUCATION

The University of Texas at Austin	M.A. Advertising, Texas Immersive	May 2023 GPA 3.8
The University of Texas at Austin	B.S., Advertising, Texas Media & Analytics <i>Business Foundations Minor.</i> <i>Japanese Certificate</i> <i>Digital Arts and Media Certificate- Animation</i>	May 2021 GPA 3.7
The University of Texas at San Antonio	Coordinated Admissions Program	Aug. 2017 - May 2018 GPA: 3.9

EXPERIENCE

Texas Immersive Institute – Project Manager; Austin, TX Aug. 2022 - Present

- Designs UI/UX for health gaming app on Figma
- Assigns weekly tasks to three team members and collaborates with development team to build the app in Unity
- Develops conversational elements and dialogue for GPT-3 in OpenAI
- Applies research to learning outcomes of the experience
- Ensures product performance by collecting performance metrics to derive insights to improve product development
- Provides support in keeping the development files organized and up to date for all team members

Strategy & Experience Design Fellow; Austin, TX Aug. 2021 - Mar. 2022

- Weekly meetings with clients and The Odigo Group consultancy
- Created user UI/UX for app on Figma
- Interviewed 6 people and developed audience personas with a team of 5 fellows
- Coordinated and ordered over 700 custom items for event in one week, navigating supply chain issues
- Designed and implemented two use-case studies

Warner Bros. Discovery – Marketing Intern; New York, NY Jun. 2022 - Aug. 2022

- Worked with the Ad Sales U.S. Hispanic Team covering Discovery En Español, Discovery Familia, and Hogar HGTV
- Introduced and presented a user experience that enhanced the linear experience for viewers and brands
- Pulled ad flows and allocated deals in iDeal and pulled reports from Stewardship
- Developed insightful and actionable research with data from Nielsen, Pew Research and Mintel to amplify sales strategy
- Collaborated with team to develop three custom presentations for clients

Sparxs Studio – Digital Marketing Strategist; Austin, TX Jul. 2020 - May 2022

- Developed overall company and advertising strategy leading to a 40% increase in following and engagement on social media
- Built branding for company's product
- Created animations and social media graphics
- Maintained a database of directors and filmmakers
- Transcribed notes from exec and intern meetings
- Designed and wrote copy for 9 pitch decks, and 20 internal and external documents for investors, stakeholders, and consumers
- Oversaw and assigned tasks to 4 interns

UT Austin National Student Advertising Competition Team – Media Director; Austin, TX Jan. 2021 - Apr. 2021

- Selected for the NSAC team among a competitive set of seniors and selected as Media Director
- Worked with a team of 30 members in a full-service student agency
- Led a team of five students within the media department, assigning tasks, roles, and deadlines to the members
- Created a media plan and scheduled media in accordance to successfully reach the client's, Tinder, objectives
- Chosen to present to judges with three other members on behalf of team

NASA Space Apps Global Hackathon – Experience Designer Oct. 2020 - Oct. 2020

- Chosen as Global Finalists (top 40) out of 2,303 projects within the 2-day hackathon
- Created and designed assets for the Web VR experience
- Collaborated with a team of six people
- Worked under pressure with 48 hours to deliver a finished product

HONORS, AWARDS, & ACCOMPLISHMENTS

D.I.V.E. Student Org Founder & President (2022), Social Impact Build Fest Hackathon Winners – Best in Show (2022), NASA Space Apps Global Hackathon Global Finalists (2020), Dean's List (Fall 2017, 2019, Spring 2020), President's List (Spring 2018), Sherlock Holmes Award (Spring 2019), Teamwork Award (Spring 2019), Best Presentation (Spring 2019)

ADDITIONAL INFORMATION

Skills: Figma, UX Design, UI Design, Agile Scrum methodology, Tableau, MS Excel, MS Word, MS PowerPoint, Adobe Suite

Interests: Animation, Japanese Culture, Anime, Alternative/Indie Music, Hiking, Concerts, Digital Art

Languages: Basic knowledge in Japanese, fluent in English, currently studying Korean & French