

MADISON TANFARA

CONTACT

<https://www.madisontanfara.com/>

[linkedin.com/in/madison-tanfara](https://www.linkedin.com/in/madison-tanfara)

madisontanfara24@gmail.com

EDUCATION

Bachelor of Design - UX | Humber Polytechnic, Toronto

2022 - 2026

- Dean's List
- Curriculum focused on user-centred design, user research, interaction design.

EXPERIENCE

Social Media Designer | Ticketed Events

2024 - PRESENT

- Responsible for implementing marketing strategies to promote events.
- Increased ticket sales and built brand awareness through various channels such as social media and email marketing.

Graphic Designer | Mississauga Consulting

2021 - 2021

- Designed over 50 digital and print assets, including banner ads, print ads, websites, mockups, and social media content.
- Utilized Adobe Creative Suite to create visually compelling graphics aligned with brand identity.
- Collaborated with cross-functional teams to ensure the design met client objectives and deadlines.

LEADERSHIP

Team Member (UX Designer) | Longo CfE's Futuristic Fashion Hackathon

2024

- Secured first place by designing a user-centered product for women's menstrual health.
- Gained entrepreneurship training from industry leaders at Myant and NGen Canada
- Conducted user research to refine the solution.
- Collaborated with a diverse team of students across multiple disciplines to create a holistic design.
- Pitch the final project to a panel of industry professionals, demonstrating strong communication skills.

SKILLS & TOOLS

UX Design: Interaction Design, Visual Design, Prototyping, Usability Testing, User Research, Wireframing, User Flows

Tools: Adobe (Xd,Ai,Ps) Figma/Figjam, Canva, Notion, Miro