



Madeleine Sedgewick

UX DESIGNER

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 416-706-7389

With extensive experience in investment research and a love of all things psychology and performing arts, I bring a unique blend of creativity, analytics, and empathy to my work. I am eager to solve complex and challenging design problems and believe the best way to do so is through an iterative approach that puts the user first.

EDUCATION

BrainStation | Diploma, User Experience Design

2021, TORONTO, ON

- Winner of the Robinhood x BrainStation 24-hr Hackathon

Concordia University | B.Comm, Major in Finance

2014 - 2019, MONTREAL, QC

- GPA: 3.94
- Recipient of the Calvin Potter Fellowship
- Received 7 merit based awards/scholarships with a monetary value totalling upwards of \$15,000

SKILLS

Figma, Sketch, InVision, POP App, Optimal Sort, Principle, Adobe Creative Suite, Zeplin, Canva, Maze

EXPERIENCE

Teaching Assistant, UX Design | BrainStation

JAN 2022 - CURRENT, TORONTO, ON

- One of four individuals selected as a Teaching Assistant for BrainStation's UX Design Diploma program out of a pool of 50+ students
- Supported students and educators by preparing and presenting lectures on a variety of UX topics, providing 1-on-1 mentorship for students, and delivering constructive design critiques on a variety of UX related projects

Research Analyst, Fundamental Investments | CPP Investments

SEPT 2019 - AUG 2021, TORONTO, ON

- Conducted research on the American healthcare industry through leading various interviews with experts, management teams, and customers to better understand the unique perspectives of relevant stakeholders
- Presented findings to a group of over 300 colleagues using strong communication and public speaking skills
- Entrusted with full ownership of data-driven financial models which led to the acquisition of assets valued upwards of \$500 million
- Advocated for the well-being of employees and demonstrated leadership skills by leading MindMatters, an Employee Resource Group dedicated to providing mental health support and training to all company employees

Summer Analyst, Thematic Investments | CPP Investments

MAY - AUG 2018, TORONTO, ON

- Collaborated with 10+ teams across the organization in an E-Commerce centered Investment Sprint leading to the addition of an investable theme and a \$25 million investment

Summer Analyst, Real Estate Investments | PSP Investments

MAY - AUG 2017, MONTREAL, QC

- Took initiative to develop and present a report on the detailed strategies of North American REITs resulting in the generation of strategic acquisition ideas

Business Analyst | Qube 4D Ventures

SEPT - DEC 2016, MONTREAL, QC

- Interviewed employees to understand existing company procedures and identified ways to increase the efficiency of business processes which included the creation of a new financial forecasting system

PROJECTS

Capstone Project | UX/UI Designer

SEPT - DEC 2021, BRAINSTATION

- Designed *Ember*, a mobile application that matches users with therapists
- Engaged in an iterative design process consisting of user research, user testing, affinity mapping, persona development, task flow analysis, sketching, wireframing, prototyping and branding to create a high fidelity prototype and marketing website