

# Luke Madeira

[LukeMadeira.com](http://LukeMadeira.com) (pw: hired!) | [LinkedIn](#)

110 7th Avenue, Haddon Heights, NJ | 21A5.359.5081 | [lukemade@gmail.com](mailto:lukemade@gmail.com)

AUGUST '23 - CURRENT

## Senior Product Designer - Morgan Stanley Investment Management, NYC/Remote

- Redesign of the company investor portal, moving clients from document-based to fully digital, modern reporting. Resulted in increased usage and improved experience metrics, as well as fewer support requests.
- Redesign of portfolio analysis tool. The tool allowed sales to show clients how much they could save in taxes by transitioning a concentrated portfolio to an exchange fund rather than selling it off. Decreased the amount of time to perform an analysis from a few days to less than an hour.
- Developed a future-state vision for a new advisor portal
- Helped consolidate subscription experiences across newly acquired brands as part of website redesign
- Specialized in authenticated user experiences across web and accounts
- Ran UX Education series
- Able to present and collaborate well with internal and external stakeholders
- Project managed website launch of new alternative fund
- End-to-end product design in Figma including research, workshoping, information architecture and visual design
- Performed UX research activities including user interviews and surveys using useresting.com

APRIL '22 - JUNE '23

## Lead Product Designer - Apex Group, PHL/NYC/Remote

- Helped lead redesign of Context365, an alternative investment SaaS platform, which helped create the company's first profitable quarter and an acquisition by Apex Group
- End-to-end design in Figma (whiteboarding, user flows, IA, wireframing, lots of visual design, prototyping, implementation support)
- Worked with data scientists and leaders to create investment profiles and data visualizations
- Worked within and iterated on versioned Figma design system
- Increased weekly logins and activity through improved notifications and communications, including a highly impactful Weekly Digest email
- Increased leads for fund managers through capital raise campaign feature
- Assisted in user research & analysis (user interviews, personas, journey + story mapping, heatmap + screen recording analysis)
- Provided vision for how to consolidate Apex's disparate offerings into single experience after acquisition

SEP '20 - MARCH '22

## Lead UX Designer - Digitas Health, PHL/Remote

- Launch of HCP website for Merck's breakthrough cancer immunotherapy, Keytruda
- UX of internal facing iPad app for Merck sales reps
- Creative problem solving around significant regulatory and content constraints
- Designed ways to display and visualize complex medical info on small screens
- Additional projects: MoreToADHD.com, TeamADHD.com, Supernus.com, Gazyva.com
- UX (sitemaps, wireframes, user story maps)
- Visual Design (UI, style guides, prototypes)
- Presentation + collaboration
- Reviewing research + analytics
- Our user-centered strategy of providing hard info and resources under one design system propelled improvements in KeytrudaHCP.com site metrics and SEO rankings
- Digitas gained significantly more business from Merck thanks to the success of the Keytruda project, and our stakeholders within Merck were promoted
- The agile team, "PXL," became the template for agile success within Merck

NOV '17 - FEB '20

## Senior UX/UI Designer - StudioLabs, NYC/Remote

- Volume and variety of digital design at this Manhattan software design + development agency
- Abundant UI & Visual Design
- Style guides & design system setup
- UX Deliverables (sitemaps, wireframes, story maps)
- Divi Wordpress Design/Build
- Occasional tasks: User Research, Branding
- PROJECTS: UX research & redesign of teledentistry and dental imaging SaaS product (MouthWatch), a beauty counter in-store iPad app (Estee Lauder), launched streaming workout startup (obe), and several responsive websites for large universities
- The redesigned Mouthwatch is a 2-time winner of the Cellerant Best of Class Technology Award and propelled significant business growth
- StudioLabs gained repeat business with clients, particularly the redesign of the Truman State website, thanks to our work on the Purdue Fort Wayne site

~1/12 - 10/17

## Freelance & Contract Visual Designer, UI Designer, *PHL/Remote*

- CLIENTS / BRANDS WORKED ON: *Hero Digital, StudioLabs, Digitas, Jefferson Health, Tipping Point Media, IHOP, TGIFriday's, WeightWatchers, Educational Testing Service (ETS), University of Pennsylvania, Princeton University, Rolands, Humira, IMEDEEN, Elanco, Samsung Neurologica, Philadelphia Eagles, MRM//McCann, Ferrara (PureRed), Checkpoint Systems, Center for Family Services, DirecTV, Hibbert Group, The New Jersey Lottery, Advertising Specialty Institute, Bravo Solution*
- Gained rich and varied experience working on a variety of digital design, typically working full-time hours onsite
- SKILLS & DUTIES: Visual design in Adobe CS, XD, & Sketch. Wordpress implementations, social media post design, pitch designs, branding, illustration, front-end coding, motion
- HIGHLIGHTED PROJECTS: [Design system for Jefferson Health while at Hero Digital](#), [End-to-end redesign of Learning Management System for Tipping Point](#), [Live HTML/CSS style guide for Checkpoint Systems](#)

~1/10-1/12

## Hashtag Multimedia / MilkBoy - *Digital & Graphic Designer*

- Visual Design, Art Direction, Branding, Web Design, Wordpress Implementation, Motion Graphics
- CLIENTS: DiBruno Bros, Vetri Restaurants, Liscio's Bakery, Schoolly D, MilkBoy, Various Pro Athletes

~5/8 - 6/10

## Trader Joe's - *In-store Sign Artist*

- Concepting, painting, & writing content for fun and informative signage

## Education

5/2020-8/2021

### **MICA** - *Masters of Professional Studies, User Experience*

1/2005 - 5/2007

### **The University of the Arts** - *BFA, Painting & Drawing*

## Volunteering

2022-2023

### **Mentor**, *Big Brothers Big Sisters, Independence Region*