

Madeleine Hoyte

madeleinehoyte.work@gmail.com @ux-madeleine

I'm a recent **User Experience Design graduate**, championing **psychology-led UX research** in an effort to create a more inclusive design world. Excited about research and channeling this into creating experiences **tailored to the people that use them.**

Work

Library Shelver

Norwich University of the Arts; September 2022 - Present

- Applied organizational skills and attention to detail to maintain an efficient and user-friendly library environment
- Provided guidance on design-related literature to students

Student Ambassador & Student Representative

Norwich University of the Arts; September 2022 - Present

- Represented the university to visitors and provided a seamless experience on campus, answering queries with useful insights
- Spoke on behalf of my course mates during meetings, ensuring their voices were heard

Retail Assistant

Lakeland; July - December 2023

- Provided hands-on customer service that was built on a passion for and understanding of the product
- Organising and arranging stock to be aesthetically pleasing

Education

BSc User Experience Design – NUA, 2021 to present

Taught under the **User Experience Qualification Board**

Foundation Diploma in Art and Design Level 3 – Distinction

A-level's in Media (A) , English Literature (B) and Psychology (B)

Passions

Led by my interest in **psychology and UX**, I've developed a **research study** and **my own theory** that explores the effect of personality type on user behaviour.

I have skills in

- Conducting primary research through **usability tests and interviews**
- Producing and analysing both **qualitative and quantitative data**, including eye-tracking data and behavioral analytics
- **Interface design** informed by thorough user research
- **Communicating my process and outcomes** through **presentations** to stakeholders and industry partners

I have experience with

- Coding
- Statistical analysis using T-tests
- Video editing
- Publishing, graphic and communication design

I have been described as

- Personable
- Conscientious
- Judicious
- Methodical
- Empathetic
- Versatile

My toolbox

- Condens
- Tally
- Figma
- Adobe Creative Suite
- Numbers
- Miro
- Framer