

# Madison Gies-Guy

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402-416-4549

## EXPERIENCE

**Senior UX Designer** / Mar 2025 - Current

**UX Designer** / Oct 2022 - Mar 2025

HealthPartners, Minneapolis, MN

Design digital experiences for health plan members and healthcare patients through HealthPartner's mobile app and website. Lead design practice on mobile app to enhance visibility, align with website, and improve mobile-first access to care and coverage. Play a key role in maintaining and evolving the design system, advancing visual design, and providing team support.

**UX Designer** / May 2021 - July 2022

Modern Climate, Minneapolis, MN

Produced design concepts, prototypes, and design documentation for marketing websites and software products. Worked alongside collaborative product teams to create a new component-based design language for enterprise-level software.

**Digital Designer** / May 2018 - May 2021

Open Book Communications, Minneapolis, MN

Worked alongside a highly collaborative team to design and develop digital experiences that help mission-driven organizations tell their stories. Transitioned the agency's development platform to Webflow and systematized the development and deployment process, successfully building and launching over a dozen sites.

**Graphic + Digital Designer** / January 2017 - April 2018

Coolibar, Minneapolis, MN

Created digital and print designs for Coolibar's marketing, ecommerce, and whole-sale teams to communicate their mission of sun safety. Worked closely with ecommerce team to create marketing emails and strategize user flows from email touchpoint to final purchase.

## EDUCATION

**Web Design Professional Certificate, Front End Web Development**

Minneapolis Community & Technical College, Minneapolis, MN

April 2018

**Bachelors Degree, Graphic Design**

John Brown University, Siloam Springs, AR

May 2016

## TOOLS

Figma

Sketch

Adobe Suite

Miro

Jira

Webflow

## SKILLS

Design systems &  
atomic design mindset

Leadership experience

Strong communication  
and collaboration skills

Proficient in HTML &  
CSS