

# Madison Cafik-Irwin

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## Skills

### Software

Adobe Creative Suite  
Sketch  
Figma  
Blender  
Trello & Asana

### Visual

Illustration  
Graphic Design  
Motion Graphics  
Branding  
Typography

### Soft

Communication  
Time Management  
Problem Solving  
Leadership  
Collaboration

### Coding

HTML5 & CSS3  
Javascript  
Wordpress  
Typescript  
React/NextJS

### Certifications

Hubspot Content Marketing  
Hubspot Social Media Marketing  
Hubspot Email Marketing

## Education

### Digital Design and Development Diploma

British Columbia Institute of Technology

- Collaborated in team environments to design and develop interactive, dynamic, and immersive web/mobile applications using HTML5/CSS3/Javascript, Wordpress, and React.js.
- Achieved Peter Campin Memorial Award for achievements in academics, leadership, and service.

## Relevant Project Experience

### I Got a Query | A Safe Space Online for LGBTQIA+

UI/UX Designer & Front-end Developer | September 2022 – December 2022

- Researched target market to identify user needs, pain points, and preferences. Through market analysis and user surveys, I developed a deep understanding of user preferences and pain points which resulted in a better experience for our users and fostered a personal connection to the project.
- Liaised between the design and development teams to ensure seamless integration of design elements into the final product, resulting in a high-quality end product exceeded our expectations.
- Collaboratively worked as a team with designers and developers to achieve our project goals and deliverables. Through effective communication and agile methodologies, we were able to ensure that the final product both exceeded our user needs and was delivered on time.

### Timber Tale | A Story in Sustainability

Lead UI/UX Designer & Lead Front-end Developer | February 2021 – May 2021

- Created and coded a full style guide, including typography, colour palette, and UI elements. This ensured consistency and cohesiveness across all design assets and resulted in a cohesive and polished final product.
- Oversaw user tests under various circumstances to ensure the application was usable by people with disabilities, resulting in an inclusive design that met accessibility standards and allowed for a wider audience to engage with the product.

### West Point Hotel | Your Luxury Getaway

Lead UI/UX Designer & Wordpress Developer | March 2021 – May 2021

- Conducted comprehensive user testing on a high-fidelity prototype by creating and executing test plans, analyzing data, and providing recommendations for improvements. Through user testing, I developed a deep understanding of user behaviour, preferences, and pain points which resulted in a better experience for our users.
- Designed and developed a custom WordPress website for the client, utilizing responsive design principles and ensuring a seamless user experience across all devices, resulting in a high-quality website that exceeded the client's expectations.

## Leadership Experience

### Rosewood Hotel Georgia

Lead Server | June 2018 – September 2021

- Engaged effectively with challenging guests and transformed their experience into a positive and elevated one. By going above and beyond to ensure guests' concerns were addressed, I received numerous reviews and commendations from guests and management alike. This resulted in a significant increase in positive feedback and customer satisfaction ratings.
- Thrived as a team player in fast-paced and high-stress work environments, collaborating with colleagues to achieve shared goals. Through effective communication and delegation, I was able to maintain a productive and supportive team environment, even during the most demanding shifts. This resulted in increased efficiency, a reduction in errors, and high team morale, ultimately leading to improved overall performance metrics

### Earls Yaletown

Server, Bartender, Floor Manager | June 2016 – June 2018

- Cultivated a positive and productive team environment where colleagues thrived. This led to a significant increase in sales for the restaurant, with yearly revenue growing by \$2 million.
- Onboarded and mentored numerous new servers, bartenders, and floor managers successfully. Through comprehensive and engaging training sessions, I equipped my trainees with the knowledge, skills, and confidence to excel in their roles. This resulted in a significant increase in overall team productivity, enhanced customer satisfaction, and a decrease in turnover rates
- Delegated tasks and responsibilities to the team that suited to their skills and strengths, while also encouraging development of new skills. Through ongoing performance monitoring and feedback, I provided constructive criticism and recognized exceptional work, fostering a growth mindset within the team. This resulted in increased job satisfaction, high employee retention, and a significant improvement in overall team performance metrics.