

Madelyn Russell

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Experience

Technology Consultant | Qualtrics

Jun 2023 – Present

- Managed multiple implementation work streams for clients of varying sizes
- Led cross-departmental initiatives, including developing a team of new technical specialties
- Cultivated relationships with clients and other stakeholders to develop strategy and best practice use cases for their business needs
- Presented qualitative and quantitative insights to internal and external stakeholders and consulting teams
- Developed and integrated a new department wide onboarding program for multiple roles
- Conducted immersive trainings on the Qualtrics program to clients virtually and in person
- Proactively cultivated high level analytical skills to study business requirements and offer expertise in designing innovative technical programs

Product Specialist | Qualtrics

May 2022 – Jun 2023

- Provided exceptional technical assistance to over 1600 clients through short term troubleshooting and long term strategy to promote customer satisfaction and retention
- Led a specialized team of 30 with a focus on advising employee engagement programs
- Consulted major brands on long term strategy for CX and EX projects
- Handled escalated issues and reconciled complex situations.

UX Researcher | Harold B. Lee Library

Jul 2021 – May 2022

- Developed and administered user interviews and surveys to garner relevant user data
- Collected, summarized, and archived raw user data into actionable insights for the UX design team
- Increased user pool to 15x original size through effective marketing and organizational systems
- Generated processes for the researcher role, coaching junior researchers to elevate their research skills
- Managed annual budget for the UX team to keep research operations within the allocated resources
- Conducted competitive analysis to provide benchmarks for design improvements
- Developed user personas based on gathered data to guide design decisions
- Produced high-quality research documentation and spearheaded team brainstorming sessions
- Managed numerous parallel research initiatives effectively

Education

Brigham Young University, Provo UT

Marriott School of Business, Apr 2022

Bachelor of Science, Experience Design & Management

Minor in Information Technology, focus in UX Design

Other Experience

Sr. Client Success Specialist

BYU Marriott Business Career Center

Recruiting Experience Coordinator, Event Marketing

BYU Careers and Experiential Learning

Voluntary Representative

Zagreb, Croatia and Sarajevo, Bosnia

Skills and Interests

Certifications

- Qualtrics Certifications:
 - Core XM Expert
 - CX Expert
 - XM Discover

Technical Skills

- Project management:
 - coda.io and notion
- Basic HTML, CSS, C++
- Tableau
- Figma
- Adobe Creative Suite

Other Skills

- Human-centered design
- UX Research
- Data analysis
- Proficient in Croatian, Serbian, Bosnian
- Professional communication