

Maddy Beard, UX/UI Design

Adobe Creative Residency

2020-2021 Application



Name + Field = easier for us to remember your application

INTRODUCTION

I'm Maddy Beard.

I am a dedicated designer living in Denver, CO. Over the last few years, I've been learning, practicing and working in many different areas of design, allowing me to get clear on what my strengths and passions are. When it comes to design, **UX/UI is what lights me up the most.** So that's what I'm going to focus on during this next phase of my career.



Prioritize what you want to say



Put a face to your name



Maddy Beard is a strategic designer who works with people who are as dedicated to their “thing” as she is to hers. She helps companies build deeply-rooted connections with their audiences through intentional branding and digital design. Empathy, clear communication, and digital wellbeing are all driving forces behind her work.



Artist statement short, sweet, specific

MY CAREER STEPPING STONES

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POST-RESIDENCY GOALS

Re-enter the freelance world as a more refined UX/UI designer and be an inspiration & valuable resource for fellow designers

ADOBE CREATIVE RESIDENCY

Develop my UX/UI portfolio & research skills, challenge myself, make connections, and "put myself out there," A LOT



Envision the Residency and life afterwards as part of your journey

GOLDEN CREATIVE

Started a two-woman design studio, learned that I thrive working for myself, gained experience working with clients like Yoga With Adriene, WeFi Tech, and Commune

BRANDING BRAND

First UX gig! Got to design mobile apps for some leading commerce brands such as 4Ocean, Burberry, Arc'teryx, Party City & Chubbies

INTERNSHIPS

HZDG: Designed the chosen logo for one of NV Homes' new neighborhoods
WrayWard: Learned about marketing and worked on a campaign for Sunbrella



**Be a visual communicator!
This is much easier to read than a block of text**

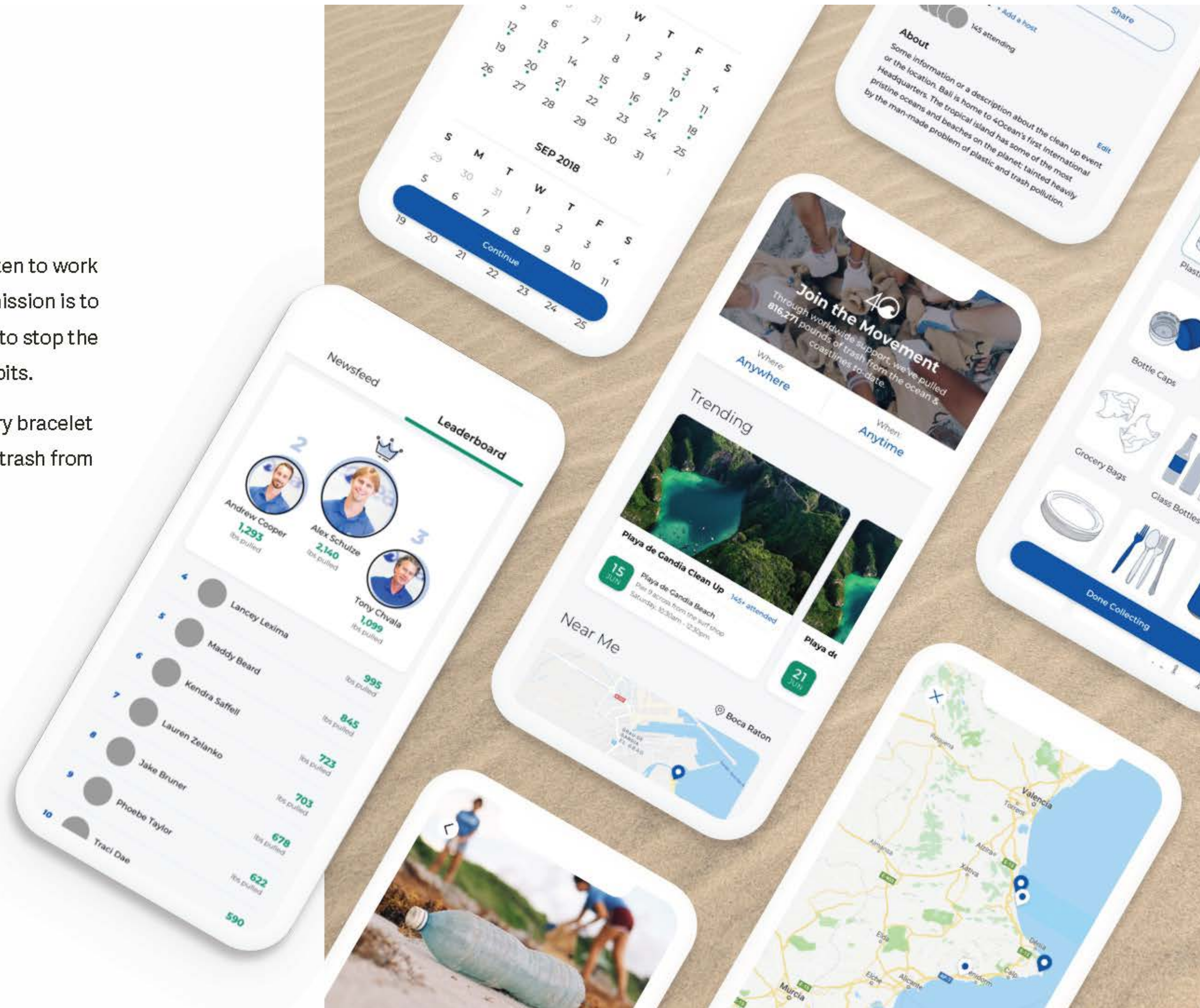
PENN STATE UNIVERSITY

Earned my BA in Graphic Design and served as the design director for Valley, PSU's student-run lifestyle magazine

PAST WORK: 4 OCEAN APP

One of my favorite client projects I've ever gotten to work on is this app for 4Ocean: a company whose mission is to clean the ocean and coastlines while working to stop the inflow of plastic by changing consumption habits.

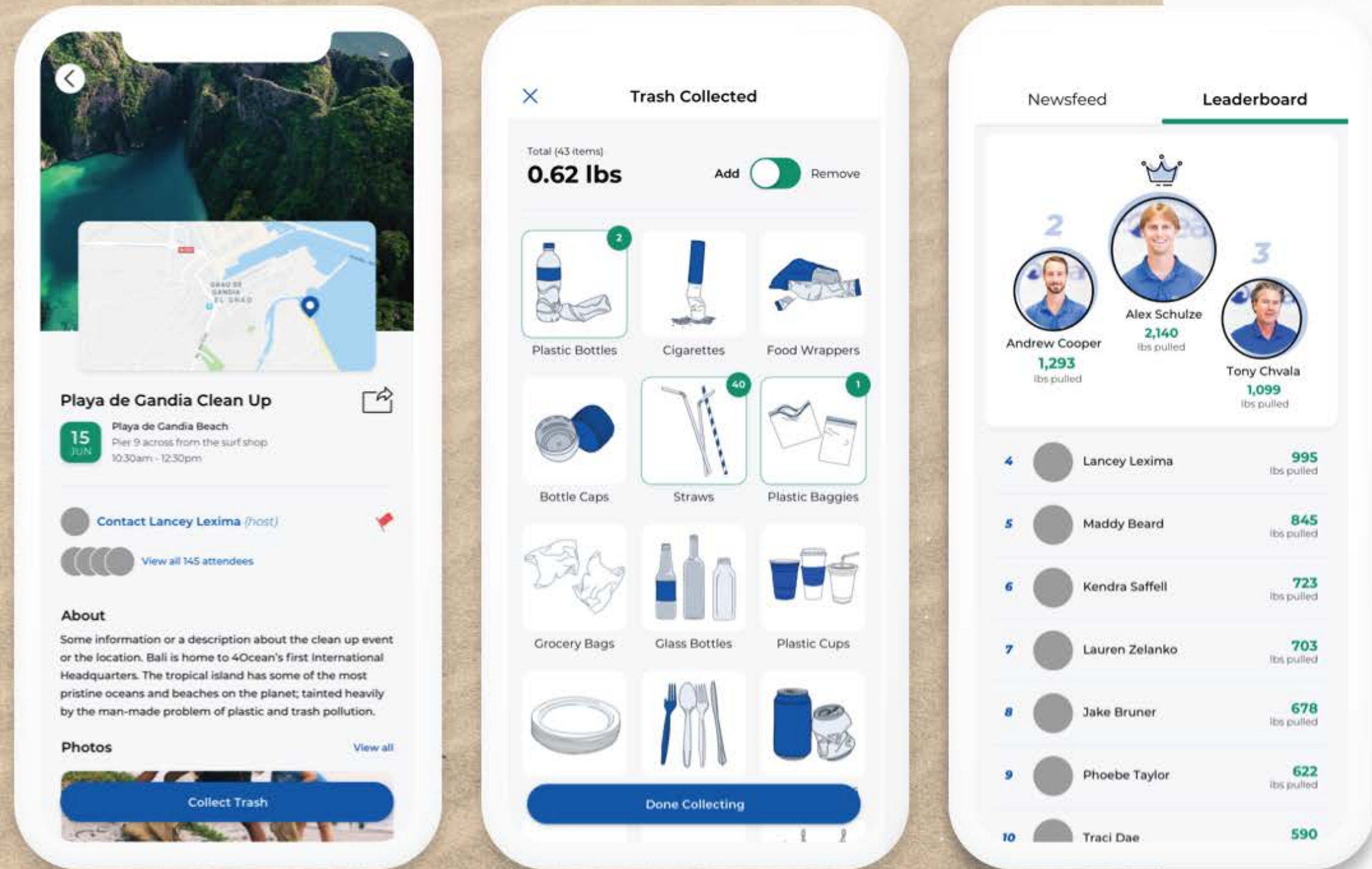
You might be familiar with their bracelets. Every bracelet purchased funds the removal of **one pound** of trash from the ocean and coastlines.



SHOW past work and provide some context

PAST WORK: 4 OCEAN APP

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This project was extensive, covering a shop tab to purchase their products, a news tab for their blog, and most importantly, a clean-ups tab.

Problem:

- ✗ Get the community involved in cleaning up our beaches.

Solution:

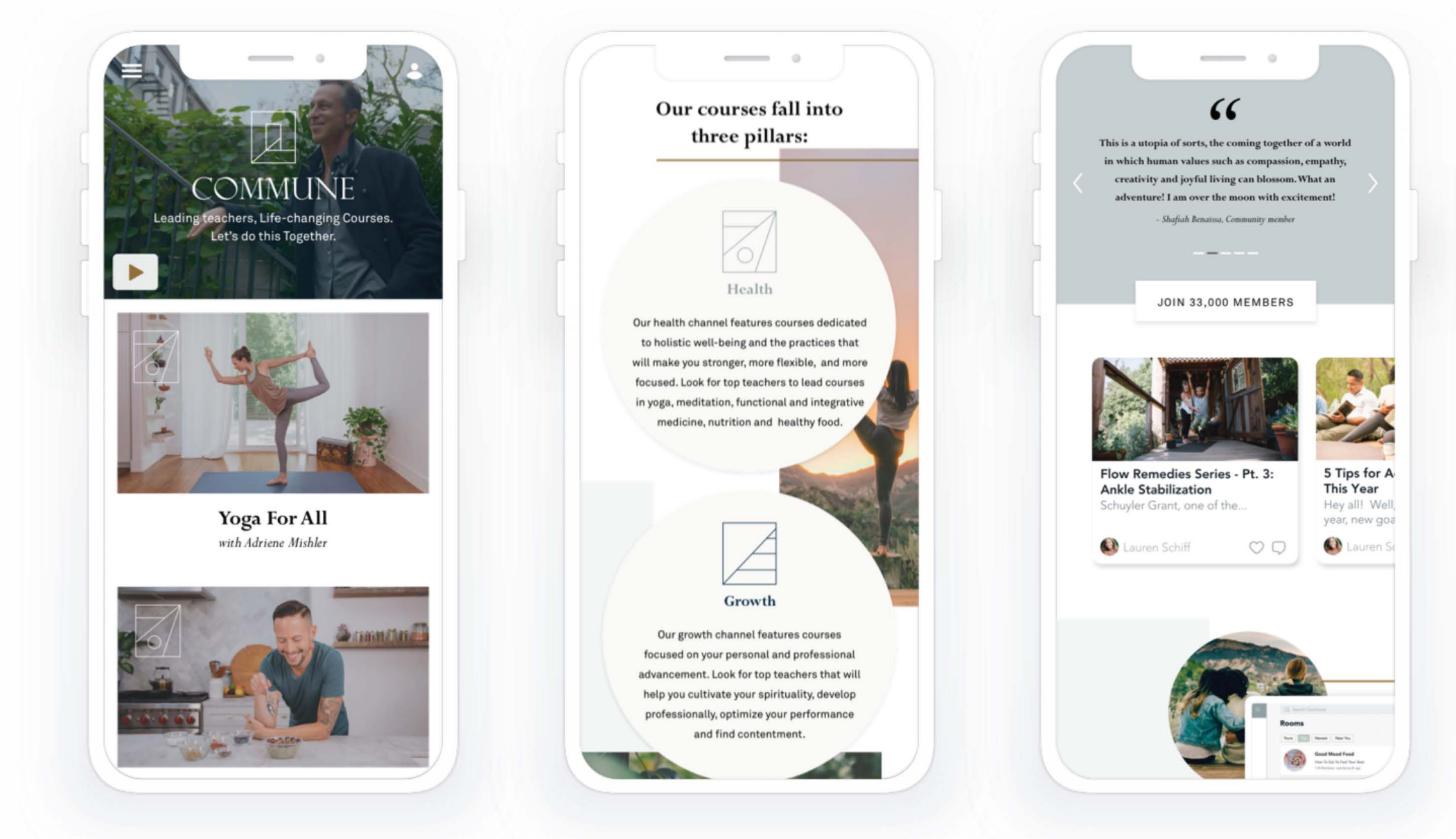
- ✗ Give users the ability to host & attend clean-ups at their local beaches.
- ✗ Game-ify the experience by creating a way to keep track of the number of pounds pulled and share stats with the community.



Be transparent about how you solve client needs, tell a story, collaborate, etc.

PAST WORK: COMMUNE SITE

Commune is a course platform for personal and societal well-being. I was tasked with completely re-designing their desktop and mobile sites. The biggest challenge for me was integrating the ethos of all of the different instructors into the overall look and feel of the Commune brand.



Having more than one example of your work helps us identify visual themes in your work

FIND ME



The last 18 months have been all about Golden Creative. These are the channels I've *been* focusing on.

@_GOLDENCREATIVE

GOLDENCREATIVeworks.com



Moving forward, my goal is to freelance as an individual. These are some of the channels I *will be* focusing on during the residency and beyond.

@MADDYBEARD.UX

MEDIUM.COM/@MADDY.BEARD

BEHANCE.NET/MADDYBEARD

MADDYBEARD.COM



**If your brand is evolving
tell us how/why and show
what you're doing about it**

WHERE I'M HEADED

WHY UX/UI?

When I landed my first job out of college as a UX/UI designer, I had zero experience. They saw potential in me through my other design work and, lo and behold, UX/UI is my thing! I'm going to explain why I think that is, and through that **I hope you can learn a little more about me...**

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I'M PRACTICAL & GOAL-ORIENTED

Unlike a lot of my peers in design school, I've always approached design problems very practically. I love to experiment in my work as a UX/UI designer, but only with concrete goals in mind.



I VALUE THE DETAILS (READ: MADLY METICULOUS)

My parents tease me about standing up in my crib as a baby, screaming and pointing at a drawer that's slightly open, demanding it be closed before I'd lie down and go to sleep. In UX/UI design, one small tweak can be the difference between ease and frustration; success and failure.



I'M AN EMPATH

I used to hate being overly-sensitive, but over time I've learned that the ability to feel what other people are feeling is kind of a superpower. In design, we have to put ourselves in the user's shoes in order to design a product that genuinely makes a difference for them.



**Use this proposal to show off your personal brand
Maddy's muted colors and hand-drawn illustrations are her brand**

WHERE I'M HEADED PIVOTING

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When I set out to start my design studio, I had high hopes for the types of clients I would get. **I knew I wanted to be working on UX/UI projects for cool companies that are making a positive impact** in some way, but I also knew I needed to take any work I could get in order to pay my bills. One year later, I found myself running a pretty successful design business! But... the work itself (mostly branding for small businesses) isn't challenging me or lighting me up.



Be confident about your work and how you see things getting even better. A can do attitude makes a great impression.



WHERE I'M HEADED

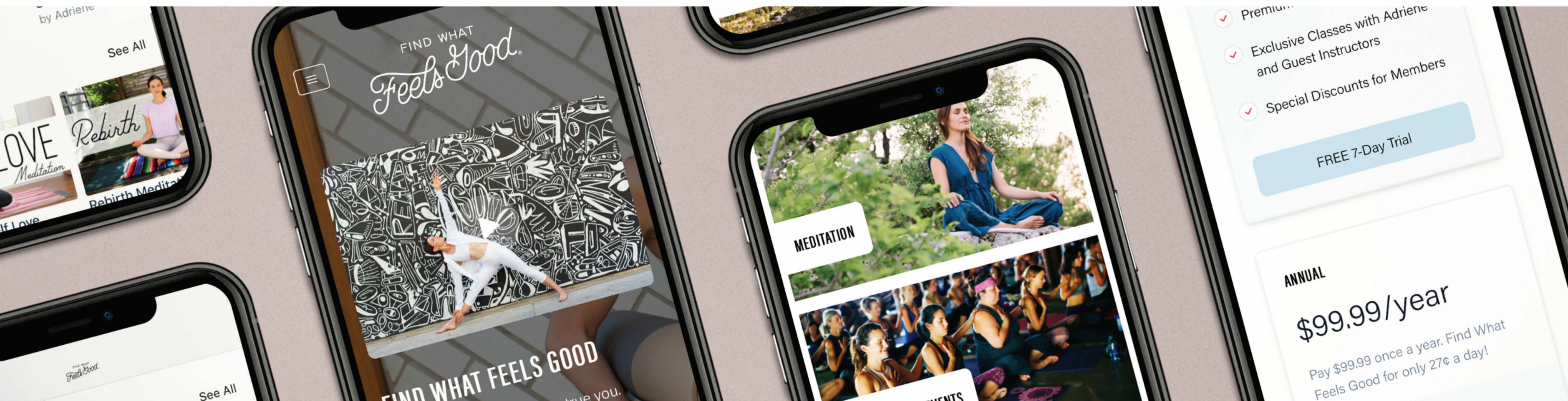
ENTER, ADOBE CREATIVE RESIDENCY

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The more I read about this residency, the more I knew it would be a perfect fit for where I am in my career. It would give me the time and resources to focus on **building a UX/UI portfolio that will attract my dream clients**, and just as importantly, **engaging with the design community** by sharing my processes, findings, and experiences.



How would becoming a Resident help you on your journey?



DREAM CLIENTS POST-RESIDENCY

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HEADSPACE

I love how user-friendly the headspace app is. Headspace is always adding new animations and improving their product so I can imagine they may start to take advantage of future technologies to enhance the meditation experience for their users.

AIRBNB

Many designers dream of working with Airbnb and I am no exception! The company has shifted from calling itself "design-driven" to "user-driven," which I can really appreciate. Apart from that, they are working to transform travel experiences *offline* which is a concept I'm very interested in.

MADE TOGETHER

This is a company that is really inspiring to me that I could see myself emulating in my own way. I'm showing this as an example because I'm very drawn to all of the modern companies they have as clients. Although I love the idea of working for big dream companies like Adobe and those listed on the left, I'm also really interested in working for start-up companies with modern ideas.

I can envision working with diverse teams where people are trying to make a positive impact using modern ideas and technologies. So I feel as though cultivating a client base similar to Made Together's would be a dream job for me as well.

madetogether.com.au

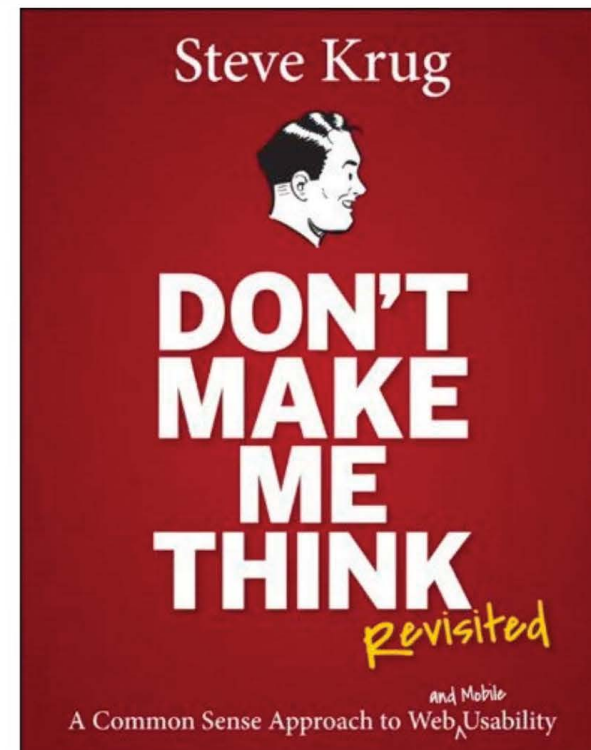


Who do you think could help you move toward your goals?

PROJECT CONCEPT

WHY?

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The Catch22 of Tech and UX

A huge goal of tech is to make people's lives better by doing the heavy-lifting for them. The most straight-forward account of this goal is Steve Krug's book, *Don't Make Me Think*. Nothing against Krug or his work, but recently I've started to wonder about the consequences of not thinking. **If technology does all the thinking for us, what happens to our minds?**

I believe this topic is going to become increasingly important to people (and therefore companies) in the near future.

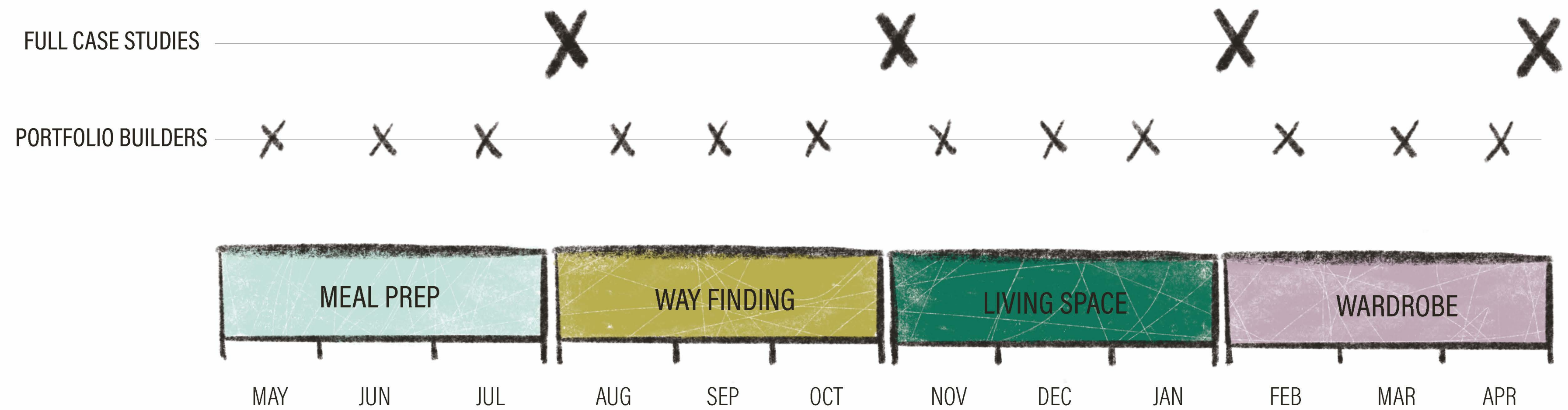


Get a jumpstart on your project research so you can tell us why this project matters to the community

PROJECT CONCEPT
WHEN?

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DEADLINES:



What's the cadence? Can it reasonably be accomplished in 12 months, in addition to up to half of your time being spent on Adobe projects?





PROJECT CONCEPT
HOW?

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BUDGET

Research via Focus Groups: Will need a place to host the group + compensation for participants.
Estimated \$1,000 - \$2,000

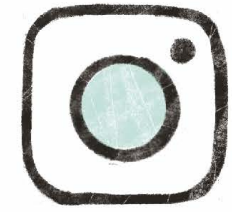
TOOLS

Adobe Xd, Ai, Ps
Instagram, Medium, Mailchimp, Youtube, Behance, Twitter
Pen & paper

COMMUNITY ENGAGEMENT

WHAT?

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Adobe residency experiences

Process, tips, resources, quick findings

Portfolio builder livestream promo

Inspiration for mindful tech use



4 articles on my research & findings
(project wrap-up articles)

1 framework derived from my findings

Additional articles (weekly) about UX, design
processes, concepts, freelancing, etc.



Weekly newsletter (mailchimp)

Compilation of resources &
announcements

Keeps my community in the loop about
everything I'm putting out



Portfolio builder livestreams

Live design & critiques



Case study for each main project

Case study for each portfolio builder



**What platforms do you commit
to consistently post to?**

COMMUNITY ENGAGEMENT

WHEN?

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Maddy manages these on a consistent basis, not all with the same frequency

PROJECT SUMMARY

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WHO?

Maddy Beard (me), focus group participants, and an audience of fellow designers

WHAT?

Exploration of how UX/UI can facilitate mindfulness in different areas of daily life

HOW?

Adobe Xd, Ai, Ps
Estimated \$1,000 - \$2,000 for focus group research

WHEN?

1 main project per quarter
1 portfolio builder per month & 1 newsletter per week

WHERE?

Denver, CO | Instagram, YouTube, Medium, Behance, Mailchimp, Twitter

WHY?

As tech advances, people are becoming increasingly interested in digital wellness. I want to learn how to design accordingly and share my findings with the community.



This summary really helps our review team members re-review and share your proposal within our team

my next
career
stepping stone?



THANK YOU, ADOBE!

I APPRECIATE YOUR TIME & CONSIDERATION AND LOOK FORWARD TO
SPEAKING WITH YOU FURTHER ABOUT MY PROJECT.



**Easy way to communicate your
interpersonal style, attitude, and
professionalism**