



LEAH GOLDBLUM

UX Designer
& Researcher



QUALITIES

HARD WORKING / ORGANIZED
RESOURCEFUL / RESPONSIBLE
EMPATHETIC / POSITIVE THINKING



INTERESTS



CONTACT



608 909 1409
contact@leahgoldblum.com
www.leahgoldblum.com



SOCIAL PAGES



SOFTWARE SKILLS

Wordpress	●●●●●●●●	Python	●●●●●●●●
Canva	●●●●●●●●	Javascript	●●●●●●●●
Figma	●●●●●●●●	HTML/CSS	●●●●●●●●
Adobe Suite	●●●●●●●●	SEO	●●●●●●●●



EXPERTISE

- + UI / UX Design
- + Prototyping
- + Web Design
- + Advertisements
- + Web Development
- + Inbound Marketing
- + Analytics
- + CRM



EDUCATION

- 2024 **UW-Madison** | Bachelor of Applied Science
 ● Madison Consumer Behavior and MarketPlace Studies
 Minor - Digital Studies & Entrepreneurship
 Dean's Honor List
- 2022 **Madison College** | Associate of Science
 ● Madison Economics and Pre-Business
 Dean's List
- 2018 **Madison College** | Associate of Arts
 ● Madison Liberal Arts, Design and Marketing
 Dean's List



WORK EXPERIENCE

- ✓ **STEM Coordinator**
 ● Girls Inc. of Greater Madison ⌚ 2024 - present
 - Develop and implement age-appropriate STEM curriculum
 - Facilitate engaging STEM programming
 - Build and maintain community partnerships
- ✓ **Freelance Web Design & Development**
 ● Gold Standard Consulting, LLC ⌚ 2018 - present
 - Prototyping web inference design to bring ideas to life
 - Use best practices for web accessibility
 - Develop Wordpress child themes and HTML pages
- ✓ **Consumer Insights and Media Literacy – STEM Program Intern**
 ● Girls Inc. of Greater Madison ⌚ 2024 | Jan-May
 - Developed a media literacy curriculum
 - Fostered positive mentoring relationships
 - Collaborate with STEM experts to streamline club operations
- ✓ **Web Developer Intern**
 ● Forte Research Systems ⌚ 2018 | Jan-Aug
 - Used web design process to create visual interfaces prototyping interactions for customer facing sites
 - Conducted user reasearch, created analytical reports and devloped strategies to increse SEO