

# Maria Madero

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## Education

Syracuse University: College of Arts & Sciences | School of Information Studies

May 2025

B.S in Psychology

B.S in Information Management & Technology: Concentration in Web Design

Dean's List Recipient Spring 2024, Fall 2024, Spring 2025

## Relevant Coursework

Graphic Design for the Web, Introduction + Advanced Front-End Web Development, Digital Strategies & Analytics for Web Development, Introduction to Database Management Systems, Introduction to Python, Project Management, Social Psychology

## Projects

*Graphic Design for the Web*

2025

- Designed a personal portfolio website by applying UI/UX principles while wireframing in Figma, building responsive layouts with Bootstrap, HTML, CSS, and JavaScript, and created custom visuals with Adobe Illustrator, Photoshop, and After Effects

*WaddlePup*

2025

- Constructed a hypothetical pet health and wellness website, designed wireframes in Figma, and implemented interactive features such as a live chat and saved user profiles using Bootstrap, HTML, CSS, JavaScript, and React

*PieceIT*

2025

- Created a UI/UX wireframe in Figma highlighting a personalized interior design experience, allowing users to photograph their space and receive curated furniture recommendations based on aesthetic preferences, price filters, and in-room visualizations

*NYC MTA Covid Ridership*

2024

- Developed a database analyzing NYC MTA ridership trends (2020–2024) using Python, leveraging Pandas for data processing and advanced libraries for visualization with an interactive map showcasing different payment methods

## Leadership Experience

*President || Mexican Student Association at Syracuse University*

08/2024 - 05/2025

- Fostered a rapidly growing 150+ member organization by organizing large-scale events, collaborating with the Executive Board while strengthening relationships with campus administration and student organizations, boosting engagement and visibility
- Overlooked a \$25,000 semester budget to fund events, initiatives, and operational costs, ensuring financial accountability and enabling consistent programming
- Led the execution of five high-impact events in one semester, attracting approximately 450 attendees in total—doubling attendance from the previous year and reinforcing the organization's role as a key cultural hub on campus

*Graphic Designer || Mexican Student Association at Syracuse University*

08/2023 - 05/2024

- Designed visually engaging posters, flyers, and social media content through Adobe Photoshop and Canva, amplifying event visibility and engagement
- Executed data-driven social media strategies to reinforce the organization's online presence, driving engagement and awareness on events and activities
- Increased followers by 32% in 6 months by navigating research and leveraging social media analytics to assess post-performance, identify trends, and optimize content for enhanced reach and engagement

## Work Experience

*Food Service Associate || CoreLife Eatery*

09/2021 - 04/2025

- Served 300+ customers during peak hours at one of CoreLife's top-performing locations to ensure customer satisfaction
- Conserved efficiency while coordinating with team to streamline workflows and improve dining experiences
- Adapted quickly to fluctuating volumes and order complexities, meeting customer preferences and maintaining quality standards

*Sales Associate || UNIQLO NYC Flagship*

05/2024 - 08/2024

- Delivered exceptional customer service to 2,500+ local and international customers daily at UNIQLO's Fifth Avenue flagship store, a high-traffic location generating \$500K+ in daily sales
- Worked together with team members to navigate peak-hour rushes, ensuring seamless customer experiences
- Upheld inventory records and applied product knowledge to recommend suitable products and promotions, driving sales performance

*Barista/Cashier || Nordstrom NYC Flagship*

05/2023 - 08/2023

- Prepared beverages in a lively café at Nordstrom's NYC Flagship, catering to an upscale customer base
- Provided personalized customer service to an average of 150+ customers, ensuring a positive guest experience in a fast-paced setting
- Analyzed daily sales trends to identify popular items and optimize offerings to improve product performance

## Skills

Programming & Technologies: HTML, CSS, JavaScript, Bootstrap, Tailwind CSS, SQL, Python, React, AWS (EC2, S3), Microsoft Office

Digital Marketing & SEO: Search Engine Optimization (SEO), Keyword Research, Google Analytics, Web Traffic Analysis

Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Canva, Procreate

UI/UX Design: Figma, Adobe XD

Bilingual: English, Spanish (Native Proficiency)