

Madison Lincez

Graphic & Product Designer | Associate RGD

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PROFILE

Graphic and product designer with **3+ years** of experience across **brand identity, layout design, UI/UX**, and digital and print design. I bring graphic craft to product work, moving from visual direction and user flows to polished interfaces and production-ready assets. Strong in typography, visual hierarchy, client communication, and turning rough goals into clear, finished design.

SKILLS

- **Design:** brand identity, logo design, typography, visual hierarchy, layout and editorial design, presentation design
- **Product & UI/UX:** wireframing, prototyping, user flows, interface design, design systems, feature ownership, design handoff
- **Production:** digital and print assets, reusable components and templates, asset consistency, final layout preparation
- **Tools:** Adobe Creative Cloud (**Photoshop, Illustrator, InDesign**), **Figma**, Adobe XD, Canva, HTML/CSS, WordPress
- **Collaboration:** concept presentation, stakeholder feedback, revision management, quality control, project coordination

EXPERIENCE

Co-Founder & Product Design Lead - Isano School Systems | Remote, Ottawa

August 2025 - Present

- Lead brand, **UX/UI**, and **design system** work for a pre-launch school management SaaS, shaping its visual direction from early feature design through launch preparation.
- Design user experiences across **4 workflow areas**: attendance, messaging, events, and administrative operations, turning product needs into usable, consistent screens.
- Build wireframes, prototypes, high-fidelity interfaces, reusable components, and templates in **Figma**.
- Partner with development on workflow refinement and handoff, providing clear specifications and design feedback during implementation.

UI/UX & Logo Designer - Le Bambou Gorilla Lodge | Remote, Ottawa

June 2023 - June 2025

- Redesigned **3 major brand assets**: the logo, wordmark, and website, aligning the lodge's identity with its hospitality positioning and guest experience.
- Improved navigation, visual consistency, and booking flow, contributing to a **30% increase in click-through rate** and a measured **9% improvement in bookings**.
- Led visual direction across web, booking, and social use, producing refreshed identity assets and clearer guest communication.
- Managed client feedback and revisions independently while balancing brand consistency, usability, and presentation quality.

Freelance Designer & Layout Specialist - Independent Contractor | Ottawa

March 2023 - June 2023

- Created custom digital and print materials, turning rough client goals into clear, presentation-ready assets on deadline.
- Improved readability and presentation through hierarchy, structure, typography, and brand alignment.
- Managed concepts, feedback, revision cycles, quality control, and final file preparation independently.

EDUCATION & CREDENTIALS

Graphic Design & Interactive Media Diploma, Toronto Film School | Honours Graduate, **4.1 GPA**, 2024

Associate RGD, Registered Graphic Designers of Canada | UI/UX Design Master Course, 2022 | HTML and CSS

Masterclass, 2023