



# MADISON LYNN STEVENS

**Design leader and strategist with a passion for driving positive, employee experiences and strategic innovation**

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## RECENT WORK EXPERIENCE

### Senior UX Researcher Amazon

#### *August 2022 to Present*

I lead quantitative and qualitative UX research for Amazon Operations' Safety & Compliance team, supporting 12+ internal products. I facilitated the creation of a 5 year comprehensive compliance vision, introducing a generative-AI-supported product and advocating for the consolidation of 6+ tools into a streamlined, user-centric experience. Through strategic facilitation and research insights, I enable scalable solutions that enhance operational efficiency and safety outcomes across global markets. Additionally, I mentor a team of researchers and designers, fostering collaboration and guiding high-impact studies that inform decision-making and elevate user experiences.

### Human-Centered Design Manager Cummins Inc.

#### *August 2017 to June 2022*

I directed our practice of Human-Centered Design (HCD) for the Global Engine Business. I developed design strategies, conducted design research with our 11 on and off highway markets, and trained others in the Design Thinking methodology. I coached over 60 members of our team, collected thousands of voices, and partnered with diverse stakeholders to cultivate meaningful insights. I facilitated cross-functional, cross-BU teams to translate those insights into innovative solutions, powering a more prosperous world.

### Design Research Fellow, Design and Construction IU Health

#### *May 2016 to August 2016*

While completing my master's degree I worked as a Design Research Fellow. I explored how healthcare environments impact patient care, focusing on solutions that balance security and hospitality to enhance well-being and the patient experience.

### Graphic Designer CBRE Inc.

#### *October 2012 to May 2015*

Being a graphic designer for a Fortune 500 real estate firm, I supported a staff of over 100 real estate professionals and worked with teams across the country. I managed marketing schedules and contributed to the design strategy for multi-million dollar pitches, resulting in successful new business for my clients.

## SKILL SET & PROFICIENCIES

- Design Thinking and Leadership
- Collaborative Problem Solving, Design Strategy
- Qualitative, Human-Centered Design Research
- Creative Facilitation, In-Person and Remote
- Project Management
- Marketing & Visual Communications
- Adobe Creative Suite
- Microsoft Office Suite
- Collaboration Tools: MURAL, Miro, Figjam
- Research Tools: Qualtrics, Pendo, Great Question

## ACTIVITIES

- Amazon Research Operations Board Member, 2024
- Normal Heights Community Planning Board Member, 2024
- San Diego Design Week Presenter, 2024
- Centric Board Member, 2021
- AIGA Indianapolis Board Member, Programming Chair, 2021
- Indy Design Week Presenter, 2020-2021

## CERTIFICATES, AWARDS & RECOGNITIONS

- Course Certificate: Amazon MLU, Machine Learning for Leaders of Generative AI
- Amazon "Working Backwards" Instructor
- LUMA Institute Certified HCD Instructor
- CBRE Marketing  
"Best in Class," 2013, 2014
- CBRE National RISE Award  
"Best Practices in Web Development," 2013

## EDUCATION

Master of Fine Arts in  
Design Thinking and Leadership  
Indiana University, Bloomington, IN  
Graduated with High Distinction, May 2017

Bachelor of Fine Arts in  
Visual Communications  
with a Minor in Marketing  
Ball State University, Muncie, IN  
Graduated Cum Laude, May 2012