



MADISON STEVENS

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Design leader and strategist with a passion for driving evidence-based design and ethical AI innovation. 12+ years leading global research, developing scalable strategies, and mentoring cross-functional teams to create human-centered digital experiences.

SKILLS & PROFICIENCIES

- **Research & Design Strategy:** Mixed Methods Research, Human-Centered Design (HCD), Design Thinking, Workshop Facilitation, Strategic Planning, Program Management, Mentorship
- **Tools:** MURAL, Miro, Figjam, Great Question, Qualtrics, Pendo, Adobe Creative Suite, Microsoft Office

UX LEADERSHIP & RESEARCH EXPERIENCE

Senior UX Researcher | Amazon | August 2022 – Present

- Lead mixed-method UX research for Amazon Operations' Safety & Compliance team, supporting 12+ internal products that enhance site safety and supply chain performance.
- Facilitated creation of a 5-year strategic vision, consolidating 6+ tools into a unified experience and influencing 9 product roadmap initiatives.
- Directed first Generative AI-driven product for regulatory discovery; conducted usability testing across 8 workflows (68 pages), producing 75 insights and delivering \$35M in risk mitigation savings.
- Synthesized and reported bi-annual usability scorecard, conducting quantitative in-app surveys via Pendo of our 12 products that increased survey engagement by 3.2x and boosted usability scores 17%.
- Established bar-raising research operations, creating a 3,000+ internal participant panel, a 200+ document repository, and standardized research templates to enable responsible best practices at scale.
- Led the Amazon Fulfillment Technology ethnography program, conducting 12 quarterly site visits and 4 international research trips to align stakeholders, coordinate logistics and translation, and uncover insights that directly informed product roadmaps and feature enhancements.

Human-Centered Design Manager | Cummins | December 2018 – June 2022

- Directed Human-Centered Design for the Global Engine Business, leading design strategy and research across 11 international markets.
- Facilitated workshops that trained 60+ team members in Design Thinking, achieving LUMA certifications.
- Led Cummins Software Updates initiative, collected 500+ user insights, increasing adoption from 241 to 1,238 downloads, and increasing calibration approvals to over 10,000, driving \$2.75M in customer savings.
- Organized the North America Sales Summit for 150+ associates, facilitating collaborative HCD breakout sessions across 8 key initiatives, coordinating a senior leadership panel, and aligning marketing and operations around shared strategic priorities.

Customer Insights Leader | Cummins | September 2017 – December 2018

- Led cross-business design research exploring zero-emission adoption in the San Pedro Bay Ports drayage market. Engaged 2,000+ customer voices and generated 300+ insights informing Cummins' electrified product roadmap and zero emission strategy.
- Directed a two-day customer council ("Drivability University") that co-created new drivability features (e.g., *On Ramp Boost*) and established a repeatable, insight-driven engagement model.

Design Research Fellow | IU Health | May 2016 – August 2016

- 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 | October 2012 – May 2015

- Designed visual strategy for 100+ real estate professionals, supporting multi-million-dollar pitches and helping win new business with national clients.

SPEAKING & COMMUNITY LEADERSHIP

- DDX Innovation & UX Conference Speaker, 2025
- Amazon Research Operations Board Member, 2024-2025
- Normal Heights Community Planning Board Member, 2024-2025
- 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

- 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 & Leadership | Indiana University, Bloomington, IN
Graduated with High Distinction May 2017

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