

ABIGAIL ZIEGELBEIN

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EDUCATION

University of Wisconsin-Madison | Information School

Madison, WI

Bachelor of Science in Information Science

May 2025

Digital Studies Certificate and Science Communication Certificate

GPA: 3.7/4

EXPERIENCE

Digital Marketing Intern

Finnish Special Education in Africa (FSEA) | Espoo/Helsinki, Finland | Jan. 2025-Apr. 2025

- Lead a comprehensive Wordpress website redesign, integrating accessibility improvements and streamlining site navigation while staying aligned with the organization's mission.
- Worked with FSEA's partner marketing agency to produce a documentary with Adobe Premiere Pro, showcasing the organization's impact and increasing their outreach.
- Enhanced SEO and updated multilingual site content while working in an international office setting.

Web Marketing Assistant

Interdisciplinary Professionals Program | UW-Madison College of Engineering | Sep. 2024-Dec. 2024

- Optimized and updated web content, executed SEO strategies to enhance site performance, and drove increased engagement with 100+ professional development and online master's courses.
- Analyzed website traffic and customer journey metrics using Google Analytics to enhance user experience and increase conversions.
- Collaborated with the marketing director and marketing specialists to design and implement new page layouts, ensuring alignment with content goals and UW-Madison branding.

Web Development Intern

FIEN Foundation | Morogoro, Tanzania | May 2024-Jul. 2024

- Designed and developed a responsive WordPress website for Lupanga Secondary School, establishing their professional online presence and a student database for viewing and storing grades.
- Trained school staff on website maintenance and taught basic IT skills to 6th grade students, gaining cross-cultural communication skills and adapting digital design for international audiences.

User Experience Designer

Course Project: LIS460-Interaction Design Studio | UW-Madison Information School | January 2024-May 2024

- Led user interviews to uncover pain points in food-ordering apps, using insights to guide design decisions.
- Designed low- and high-fidelity wireframes and developed interactive prototypes in Figma for Dinder, a mockup of a new food delivery and dinner ideas app aimed to solve the pain points discovered in stage one.
- Iterated on designs based on user testing to improve functionality, user flow, and visual appeal.

LEADERSHIP & AWARDS

Wisconsin Alumni Student Board (WASB)

Member - Professional Connections Team | UW-Madison | Apr. 2023-Present

- Collaborated with 65 peers to plan events that enhanced the UW-Madison student experience and fostered community engagement, including concerts, lectures, and networking events.

Outstanding Information Science Student Award Recipient | 2024-2025 Academic Year

- Recognizes Information Science undergraduate students for excellent academic achievement, commitment to the field, and outstanding participation and leadership in hands-on experiences.

SKILLS

Figma, Adobe Suite, SEO, Responsive Design, Canva, WCAG Accessibility, Python, R, HTML/CSS, JavaScript