

Experience

Freelance | [User Experience Strategist/ Researcher](#) | Orchard Lake, MI | Jan 2022 – Present

- Design/create map, content & layout for new International Outdoor website with a developer team
- Developing ‘unnamed sales tool’ using census data and mapping of company locations
- Built a high-fidelity prototype of the food-based social media app ‘Tapas’ on Axure RP 10
- Lead studies to influence the implementation of the ‘Tapas’ app design, functionality, and usability

Fusionary | [User Experience Strategist Intern](#) | Grand Rapids, MI | Aug 2021 – Dec 2021

- Actively consulted for 4 websites & 1 app, with deliverables via presentation, analytics, figma, figjam, photoshop
- Ran continuous usability testing on client development sites collaborating with design, devs, project manager, and engineers
- Created foundational research for major auto parts manufacturer ux website redesign in conjunction with teams in China & Mexico
- Evaluated projects to gain insight of user behavior and personas based on heuristics testing, qualitative, and quantitative research
- Researched client operations in-field to build out a point-of-sale functional flow to coincide with new operations, transitions, and website launch

Michigan State University | [Masters Learning Assistant](#) | East Lansing, MI | Aug 2020 – Dec 2021

- Assisted in leading class discussions, evaluate & maintain records of student progress
- Created visuals and designed power points to efficiently teach content for media and information

Michigan State University | [Academic Research Experience](#) | East Lansing, MI

Kana: The Social Coon Can Robot | [Lead UX Researcher](#) | Aug 2020 – Apr 2021

- Used purposive sampling to research a 60+ age group cultural game study through explorative research, individual and group interviews, gameplay experience, cosmetic evaluation, and user testing
- Built a low fidelity prototype and used Wizard of Oz protocol on study participants to influence robot design

eBay Usability Study | [UX Researcher](#) | Jan 2021 – Apr 2021

- Analyzed efficiency of shopping habits through a series of specifically designed tasks to test eBay’s platform
- Observed and analyzed eBay’s most popular tasks, generating an outline of issues at an empirical level, leading to a discussion of what could be done and where this places eBay in the future of online shopping
- Received Institutional Review Board (IRB) approval

Vote Royal Oak Township | [Communications Director](#) | Farmington Hills, MI | Apr 2020 – Aug 2020

- Designed and executed outbound communications including newsletters, news, invitations, and resident outreach activities on Adobe Illustrator
- Researched community demographics and census data to tailor content to the target voters

Michigan Senate | [Lead Legislative Intern 8th District](#) | Lansing, MI | Jan 2019 – Apr 2020

- Authored intern training handbook to mentor and advise a team of 11 interns
- Assisted in managing constituents and researched benefits and impacts of proposed legislation

International Outdoor | [Analyst](#) | Farmington Hills, MI | Jun 2015 – Apr 2020

- Facilitated and implemented a new cell processing software known as Ayuda
- Audited billboard permits with the Michigan Department of Transportation and implemented an in-house permit system

Education

Michigan State University | East Lansing, MI

- **Master** of Arts Media & Information: [User Experience \(UX\)](#) | **4.0 GPA** | Aug 2020 – Dec 2021
 - Received a [Grant of Funding](#) for cultural study robot: Kana
 - [Certificate of Serious Game Design and Research](#) | **4.0 GPA** | Aug 2020 – Apr 2021
- **Bachelor** of Fine Arts in [Media & Information: Management](#) | Aug 2016 – May 2020
- Photo communication Study Abroad with Dr Judith Walgren & Dr Howard Bossen | Jun 2019 – Aug 2019

Proficiencies

Adobe Lightroom
& Photoshop
Axure RP
Figma
Arduino
Python

Fun Fact

I started the Hour of Code program