

Cooper Droblich

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Education University of Michigan School of Information Ann Arbor, MI • Bachelor of Science in Information - Class of 2023

- Concentration in User Experience and Design
- Minor: Spanish
- GPA: 3.75/4.00

Work

Experience Credibly, User Experience Design Intern Southfield, MI **Credibly is a fintech lending platform that provides capital to small businesses**

- June 2021 - September 2021
- Analyzed and provided data-driven design recommendations and draw.io illustrations for Credibly landing pages.
- Improved on page conversion rate (CVR) and usability of product pages
- Worked with Fullstory to create heat maps for 12 landing pages. I was tasked with analyzing and visualizing where users click, scroll, and move within Credibly's pages.
- Conducted target-page user research to enhance navigational efficiency and CVR
- Wireframing for desktop vs. mobile view, highlighting optimal call to action placements, and worked to identify website bugs and inefficiencies with existing pages.
- Performed competitor analysis and social listening to extract insights that drive performance improvements, and assisted in evaluation of new digital marketing opportunities and partners

Westwynd, Lifeguard Rochester, MI • May 2019 - August 2019, May 2020 - August 2020

- Ensure pool policies, guidelines, and safety features are followed
- Provide emergency assistance when necessary

Projects Fullstory UX Analysis

- July 2021 - August 2021
- FullStory is a digital intelligence application that helps optimize user experience. It allows a company to track and monitor user activity throughout their web-pages
- Conducted user experience research on 12 of Credibly's landing pages
- Link to project: [UX-Research](#)

Rochester Adams Legacy Gift

- December 2017 - August 2018
- Designed and Fundraised a 8 foot LED school logo displayed on Adams High entrance
- Link to project: [Rochester Adams Design Project .pdf](#)

Activities

- Alpha Theta Delta Multidisciplinary Design Fraternity - Beta Pledge Class
- Phi Gamma Delta National Fraternity, *Scholarship Chair* (Fall 2020 - Winter 2021)

Skills

HTML
CSS

JavaScript

Python

Spanish proficiency

Tools

Figma

Draw.io

Sketch

Fullstory

Google Analytics

Interests

Data-driven design

User research

Accessibility for web-design HCI4D

AR design