GENA **WELK**

UX/UI & DIGITAL DESIGN PORTFOLIO:

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💼 EXPERIENCE @ UNIVERSITY OF COLORADO, BOULDER

Project Manager/Coordinator | Office of Information Technology (OIT)
JULY 2019 – PRESENT
- As the PM of noncapital OIT construction projects, I manage approximately 8-16 operational projects at any given time.
- Responsibilities include managing schedules, mitigating risk, communicating to stakeholders, following up for accountability, improving processes, and identifying/solving obstacles.

UX Research/Designer and Product Manager | Office of Information Technology (OIT)
JANUARY 2019 – JANUARY 2020
- Managed a team of 8 to develop and deploy a customized mobile application product.
- Conducted user research, prototyping (with Figma and Adobe XD), user testing, and interviews which were key to shaping the interface.
- United the development team, Wi-Fi engineers, data analyst, and communications team towards a common goal by speaking/translating into shared language.

Financial Analyst and Service Manager | Office of Information Technology (OIT)
MAY 2018 – JUNE 2019
- Reported budgets to identify overspending and co-developed precise funding model for auxiliary department to recover $2MM in costs.
- Anticipated and responded to user needs for mobile application deployment service.
- Service manager for employee time reporting in support of department-wide cost analysis.

Business Relationship Management Coordinator | Office of Information Technology (OIT)
OCTOBER 2016 – APRIL 2018
- Listened and responded to customer needs to repair business relationships.
- Coordinated internal teams for effective engagement to restore organization reputation.

Project Coordinator, VoIP Upgrade | Office of Information Technology (OIT)
JULY 2015 – SEPTEMBER 2016
- Supervised a team of three to validate telecommunications data of over 8,000 phones.
- Extensive use of Excel to compile data, using formulas and pivot tables to highlight anomalies and reduce unneeded phones for cost savings.

Teaching Assistant, UX/UI Design | CSCI 5839: User Centered Design
FALL 2014
Assisted in guiding students through their mobile application development projects, focusing on UI/UX planning including persona development, user stories, wireframing, and prototyping.

SKILLS

- User Experience (UX) Research
- User Interface (UI) Design
- Needs/Requirements Assessment
- Usability Testing
- Heuristic Evaluations
- Accessibility
- Survey Authoring
- Prototyping

- Information Visualization
- Adobe Illustrator, XD, Figma
- Tableau, Alteryx, Advanced MS Excel
- Project Management
- Journey Mapping
- Information Visualization
- Process Iteration and Improvement
- HTML, CSS, JavaScript, MySQL

EDUCATION

MS – Information and Communication Technology for Development (2019) | University of Colorado, Boulder

ATLAS INSTITUTE, COLLEGE OF ENGINEERING AND APPLIED SCIENCE

This degree focused on applying practical technology solutions to world development issues by understanding how to frame questions to discern unarticulated challenges.

MA – Digital Media Studies (2003) | University of Denver

A joint program between the departments of Art, Communication, and Computer Science, this degree sharpened my skills in web design, interactive multimedia, and digital video.

BS – Business Administration (1997) | University of Colorado, Boulder

With a focus in Accounting.

CERTIFICATIONS/AWARDS

Certified Associate in Project Management (CAPM) | by Project Management Institute (PMI)

FEBRUARY 2020

Scholarship for Women Studying Information Security | by Applied Computer Security Associates (ACSA)

APRIL 2015

VOLUNTEER EXPERIENCE

UX Testing and Evaluation| Boulder/Longmont UX Research Meetup

DECEMBER 2020 – MARCH 2021

This project was a pro bono opportunity for our team of 4 to conduct user experience testing and heuristic evaluations for the nonprofit, Colorado Uplift. We investigated how real users were experiencing the site, and presented the data in a comprehensive report and slideshow.