

Grace Burke

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Objective

User-focused UX Researcher with expertise in qualitative research, data analysis, and accessibility-driven design. Passionate about crafting intuitive digital solutions that bridge technology and human behavior.

EDUCATION

Master of Science in Information Systems Sep 2024 - May 2025
New Jersey Institute of Technology (NJIT) Newark, NJ

GPA: 3.93/4.0

Bachelor of Science in Web and Information Systems Sep 2020 - May 2024
New Jersey Institute of Technology (NJIT) Albert Dorman Honors College Newark, NJ

GPA: 3.88/4.0; Summa Cum Laude

SKILLS

UX Research & Data Analysis: Ethnography, Focus Groups, Interviewing, Quant/Qual Data Analysis, SPSS, Tableau, MAXQDA, R, Web Mining
UX/UI Design & Prototyping: Figma, Axure, Adobe Suite, Responsive Design, Accessibility, Systems Analysis
Technical & Development : Python, HTML, CSS, JavaScript, PHP, Flask, MySQL, Database Design & Management, Web Hosting, Docker, GitHub/Git
Marketing & E-Commerce: Digital Marketing, SEO, Hubspot, Smartsheets, Content Strategy, Shopify, Ebay, Etsy, Copywriting, Prompt Engineering

WORK EXPERIENCE

Research Assistant, Department of Informatics, NJIT Sep 2023 - Dec 2024

- Research Paper: *Towards Accessible Musical Performances in Virtual Reality: A Framework for Omnidirectional Audio Descriptions*. ASSETS 2024.
- **Led** UX research, utilizing surveys and interviews, **resulting** in enhanced assistive technology for hand tremors.
- **Executed** in-depth interviews with blind and low-vision individuals, uncovering **critical insights** for research development.
- **Synthesized** interview data to **identify** and **prioritize** key themes, driving innovation in accessible VR design for musical performances.
- Leveraged research literature to **substantially deepen** project insights and outcomes.

Web Designer and Ambassador | NJIT Murray Center Sep 2020 - May 2024

- **Creation and management** of the school's Murray Center website using Drupal.
- **Organized** and **executed** 30+ engaging on-campus events to foster student development and community.
- Created **eye-catching graphics** for social media and print materials that **boosted** campus event **attendance**.

Marketing Intern | Databank | Remote Jun 2023 - Aug 2023

- **Boosted** DataBank's **online presence** through relevant campaigns and content.
- Enhanced DataBank's **B2B social media strategy**, leading to a **100% rise** in metrics tracking and analysis.
- Optimized website content through **keyword research & SEO implementation**.

Nike Track and Field Camp Counselor | Ocean City, NJ Jun 2018 - Aug 2022

- Helped oversee and facilitate track skills training for a camp program with 75+ participants

AWARDS

Albert Dorman Future Leader Award 2024 | 2024 America East Presidential Scholar-Athlete | 2024 Women's Track Academic Excellence Award | NJIT Honors Scholarship | NJIT NCAA Division 1 Athletic Scholarship | 2022 American Council on Education Network Scholarship | NJIT Leadership Academy Inductee | NJIT Academic Excellence Scholarship | Dean's List | America East Commissioner's Honor Roll

EXTRACURRICULARS

- NJIT NCAA D1 Track and Field
 - Student-Athlete Advisory Committee Representative, Achievements: 3 Conference Medals, 7 School Records, 15 Top 5 All-Time Performances
- Women in Computing Society New Jersey Institute of Technology
 - E-board Position - Community Service Outreach Chair
- Teaching Assistant, Albert Dorman Honors College, NJIT
- 30+ community service hours each semester (240 total)