



# JOSEPH EDWIN HENRICHS

LINKEDIN.COM/IN/JOSEPH-EDWIN-HENRICHS • (313) 378-8538 • joseph.e.henrichs@gmail.com • JOSEPHEDWINHENRICHS.COM

## Education

### University of Michigan

Ann Arbor, MI | May 2021

Master of Science in Information

Focus: User Experience

### John Carroll University

Bachelor of Arts

Cleveland, OH | May 2016

Major: Integrated Marketing Communications

Minor: Entrepreneurship

## Relevant Courses

- ✓ Introduction to User Experience
- ✓ Introduction to Interactive Design
- ✓ Evaluating Designs with Users
- ✓ Principles of Designing for Humans
- ✓ Understanding User Needs
- ✓ UX Design: From Concept to Wireframe
- ✓ UX Design: From Wireframe to Prototype
- ✓ UX Research at Scale: Analytics and Online Experiments
- ✓ UX Research Surveys
- ✓ Programming I
- ✓ Introduction to Leadership
- ✓ Contextual Inquiry
- Needs Assessment and Usability Evaluation
- Programming II
- Web Design

## Skills

### UX Methods:

Sketching

Competitive Analysis

Prototyping

Quantitative Data Collection

Qualitative Data Collection

User Testing

Wireframing

Affinity Diagramming

Persona

Scenarios

Heuristic Evaluation

### Design:

WordPress

Adobe Illustrator

Adobe XD

Adobe Photoshop

Wix

Inkscape

Figma

Miro

InDesign Studio

Balsamiq

Usertesting.com

### Programing:

Python

HTML

CSS

Git

PHP

### Tools:

Windows

GitHub

XAMPP

VS Code

Ubuntu

iOS

Apache

MySQL

Sublime Text

Android Studio

## Experience

### Children's Literacy Network | Social Media Intern

Ann Arbor, MI

April 2019 – September 2019

- ◊ Upgraded sections of the client's WordPress website with HTML, CSS, and website builders
- ◊ Directed, scripted, recorded, and edited videos and audio for social media and a unique promotional video for a new program with Adobe Premiere Pro and Audacity
- ◊ Crafted the official "BookPALS" logo and video graphics for social media by utilizing Adobe Illustrator and Adobe Photoshop

### Agape Bible Church | Digital Media Specialist

Detroit, MI

May 2018 – October 2018

- ◊ Improved the client's online presence by creating a WordPress and Wix websites utilizing HTML, CSS, and website builders.
- ◊ Created graphics and edited animations made for the client's website and videos with Adobe Illustrator, Adobe Photoshop, and Adobe Premiere Pro
- ◊ Used GitHub, Git, XAMPP, Apache, and MySQL to host and edit the files, database, and repositories that held the sites content, data, and information

### John Carroll University – Center for Digital Media | Videographer

University Heights, OH

October 2013 – September 2014

- ◊ Enhanced and/or created products with graphics and edited photos for several clients with Adobe Photoshop
- ◊ Utilized a variety of technological tools, such as professional cameras, Bluetooth microphones, Mac iOS, and Windows, to better the production of the content.
- ◊ Mastered Adobe Premiere Pro, Apple Final Cut, and Sony Vega to produce quality videos for archival and/or marketing purposes

## Projects

### CHI Competition | Change

Design Competition

August 2019 – January 2020

- Worked on a team to create a sustainability habit forming application to help stop climate change
  - Conducted, generated, and refined ideas with data from user interviews and expert advice
  - Collaborated in a group affinity diagram, with Miro, to organize our findings and determine what our project should look like and how the app will operate
  - Worked as a team to construct and refine several levels of prototypes, with Figma, to propose a competition-worthy product

### Introduction to Interactive Design | The Helping Hand

Course Project

August 2019 – December 2019

- Developed a kiosk that allows patrons to donate safely and efficiently to get panhandlers off the street and rejoin society
  - Created sketches and several levels of prototypes via Adobe XD and Adobe Illustrator to create a representation for a proposed solution
  - Interviewed several potential users and created an affinity diagram to develop a more accurate solution and to refine the final product
  - Produced a high-fidelity prototype, via Adobe XD, for a presentation, user testing, further refinement, and potential future ventures

### UX MicroMasters Capstone | EZ – Receipt

Course Project

January 2019 – September 2019

- Created an application to track and optimizes receipts for tax, spending, storage/disposal, and several other purposes
  - Empathized and defined multiple issues with receipts and their management
  - Directed interviews, surveys, and an affinity diagram to determine and create a scope for the project and solution
  - Used Adobe XD to generate and refine sketches, wireframes, and prototypes to design, user test, perform a heuristic evaluation, and perfect the project

## Volunteer

### Michigan Military Technical & Historical Society | Videographer

Eastpointe, MI

September 2017 – Present

- Documented, edited, and enhanced lectures and concerts content, by using Adobe Premiere Pro and Adobe Illustrator, that take place in the museum for archival and marketing purposes
  - Named "2018 Volunteer of the Year" for hard-work and commitment to the organization

### Motor City Free Geek | Marketing Intern

Farmington Hills, MI

May 2016 – July 2016

- Researched literature and conducted interviews of local computer repair stores to determine the viability of a proposed IT service for small non-profits and low-income organizations