



JOSEPH EDWIN HENRICHS

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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
- ✓ Programing II
- ✓ Web Design

Skills

UX Methods:

Sketching	WordPress
Competitive Analysis	Adobe Illustrator
Prototyping	Adobe XD
Quantitative Data Collection	Adobe Photoshop
Qualitative Data Collection	Wix
User Testing	Inkscape
Wireframing	Figma
Affinity Diagraming	Miro
Persona	InDesign Studio
Scenarios	Balsamiq
Heuristic Evaluation	Ustesting.com

Programing:

Python	Windows
HTML	GitHub
CSS	XAMPP
Git	VS Code
PHP	Ubuntu

Design:

WordPress
Adobe Illustrator
Adobe XD
Adobe Photoshop
Wix
Inkscape
Figma
Miro
InDesign Studio
Balsamiq
Ustesting.com

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

- o Worked on a team to create a sustainability habit forming application to help stop climate change
 - o Conducted, generated, and refined ideas with data from user interviews and expert advice
 - o 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
 - o 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

- o Developed a kiosk that allows patrons to donate safely and efficiently to get panhandlers off the street and rejoin society
 - o Created sketches and several levels of prototypes via Adobe XD and Adobe Illustrator to create a representation for a proposed solution
 - o Interviewed several potential users and created an affinity diagram to develop a more accurate solution and to refine the final product
 - o 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

- o Created an application to track and optimizes receipts for tax, spending, storage/disposal, and several other purposes
 - o Empathized and defined multiple issues with receipts and their management
 - o Directed interviews, surveys, and an affinity diagram to determine and create a scope for the project and solution
 - o 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