



JOSEPH EDWIN HENRICHS

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Education

University of Michigan

Ann Arbor, MI | Sep 2019 – Present

Master of Science in Information

Focus: User Experience

John Carroll University

Bachelor of Arts

Major: Integrated Marketing Communications

Minor: Entrepreneurship

Relevant Courses

- ✓ **Contextual Inquiry**
- ✓ **Evaluating Designs with Users**
- ✓ **Introduction to Interactive Design**
- ✓ **Introduction to User Experience**
- ✓ **Principles of Designing for Humans**
- ✓ **Programming I**
- ✓ **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**

Skills

UX Methods:

Competitive Analysis
Sketching
Prototyping
Wireframing
Affinity Diagraming
Persona
Scenarios
User Testing
Heuristic Evaluation

Design:

Wordpress
Adobe Illustrator
Adobe XD
Adobe Photoshop
Inkscape
Figma
Miro
InDesign Studio
Balsamiq

Technical:

Python
HTML
CCS
PHP

Experience

Children's Literacy Network | Social Media Intern

Ann Arbor, MI

04/2019 – 09/2019

- Updated and maintained sections of the client's Wordpress website
- Scripted, staged, directed, and filmed videos for social media
- Created logos and video graphics with Adobe Illustrator

Agape Bible Church | Digital Media Specialist

Detroit, MI

05/2018 – 10/2018

- Created and maintained client's Wordpress and Wix website utilizing html and CSS.
- Created graphics for the client's website and videos with Adobe Illustrator.

John Carroll University – Center for Digital Media | Videographer

University Heights, OH

10/2013 – 09/2014

- Created graphics for several clients with Adobe Photoshop
- Produced a diverse range of quality media efficiently

Projects

Contextual Inquiry:

Course Project

Present – Jan 2020

- o As a team member, creating a more efficient filing system for the Ann Arbor Nature Area Preserve
 - o Conducted user interviews to determine the client's perspective on the issue
 - o Created an affinity wall to find the root of the issue and what the best possible solution

Introduction to Interactive Design:

Course Project

August 2019 – Dec 2019

- o Developed a way to get people in need off the street
 - o Created sketches and several levels of prototypes to create a physical model for my proposed solution
 - o Interviewed the target users to seek their perspective and refine my solution

Design Jam – Payday Loans:

Design Competition

10/2019

- o Working as a team, proposed a fair & customizable payday loan process and medium
 - o Generated ideas and refined them by getting others' input to perfect them
 - o Pitched proposal to clients related to the issue

Leadership & Engagement

- o Studied leadership at the University of Michigan – Dearborn
- o Volunteered at Recycled Treasures, Motor City Free Geek, Michigan Military Technical & Historical Society
- o Named Michigan Military Technical & Historical Society's Volunteer of the Year (2018)