

# TY ANDERSON

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## EDUCATION

### University of Michigan

#### Urban Technology, B.S. & User Experience Design, B.S.

3.89 GPA

Graduating May 2027

- Interdisciplinary program emphasizing UX design, usability, and human-centered research to create meaningful digital and physical experiences through full cycle product development (research, prototyping, testing, iteration)
- **Campus Involvement:** Alpha Theta Delta (VP External Affairs, Recruitment Chair), Edward Ginsberg Center (Student Advisory Board Member), Planet Blue Ambassador, DoRAK Club Director.
- **Coursework:** Human-Computer Interaction, Interaction Design, Data-Informed Design, Auto UX, Urban Informatics

## PROFESSIONAL EXPERIENCE

### Product Design Intern

Ann Arbor, MI

University of Michigan Global Engagement Team

Aug 2025 - Present

- Led GA4 analysis of 100k+ annual user interactions to uncover navigation drop-offs and content gaps; delivered an insights report that guided UX recommendations and prioritized improvements for global academic audiences
- Collaborated with four cross-functional teams across design, content, and development to improve information architecture, accessibility, content strategy, navigation, and reduce user friction for a global university website

### Front End Development Intern

Ann Arbor, MI

Linkage Community (*Nonprofit that bonds formerly incarcerated individuals with art*)

Nov 2024 - Aug 2025

- Redesigned organization's WordPress website and brand identity to enhance user engagement, attract donors, and amplify over 40 member voices through a more accessible and impactful digital presence in the community
- Built over 20 artist webpages utilizing HTML and CSS for formerly incarcerated individuals in order to break stereotypes surrounding their experiences and support them through community building surrounding art

### Instructional Assistant

Ann Arbor, MI

Accessible Web Design (*Class for designing inclusive websites using accessibility best practices*)

Aug 2025 - Jan 2026

- Provided instructional support to over 200 graduate students in a fast paced, accessibility focused web development course, offering individualized help for HTML, CSS, and JavaScript concepts to further personal skill development
- Conducted weekly discussion sections and held regular hour long office hours to clarify technical lecture material, assisted with routine debugging, and guided students in improving overall accessibility comprehension

## CAMPUS INVOLVEMENT

### VP External Affairs, Recruitment Chair

Ann Arbor, MI

Alpha Theta Delta (*Professional Interdisciplinary Design Fraternity*)

Jan 2025 - Jan 2026

- Managed an outreach team of 4 others through weekly meetings, ensuring timely project completion and presentation readiness while fostering meaningful engagement with the surrounding community and organizations
- Led recruitment operations and strategy to over 200 potential new members through the creation of professional and social events dedicated to establishing connection and purpose in order to ensure the organization's viability

### Student Advisory Board Member

Ann Arbor, MI

Ginsberg Center (*Center committed to positive social change & civic engagement*)

May 2024 - Present

- Delegated grant selection and hiring committee events through the Ginsberg Center while upholding guiding inclusive principles with 14 other members to discuss upcoming projects dedicated to positive social change
- Attended monthly meetings dedicated to producing equitable voices through discussion in forms of focus groups that collectively developed communication and community building skills in forms of civic engagement

## SKILLS + ADDITIONAL

- **Software Tools:** Figma, Adobe Suite, Miro, Jira, Google Suite, Microsoft Suite, Blender, Google Analytics
- **Programming Skills:** Python (Pandas, Seaborn, Matplotlib), SQL, R, HTML, CSS, JavaScript
- **Professional Interests:** User-Centered Design, Product Design, Automotive Development, User Research, HCI
- **Interests:** Running, Tennis, Jazz & Opera Music, Aviation, Vehicle Design, Origami, Interior Design, Consumer tech