

ABRIELLE MASON

Obtain professional experience in the field of **User Experience Design and Research** in the latest technologies

masonab1@msu.edu | 517-526-3899 | linkedin.com/in/Abrielle-Mason

EDUCATION

Michigan State University

Expected Graduation: Fall 2020

Major: Media and Information

Minor: Graphic Design

Minor: Entrepreneurship & Innovation

GPA: 3.77, Deans List

Portland Saint Patrick Catholic School

Graduation: May 2017

GPA: 3.93, Summa Cum Laude

LEADERSHIP/ACTIVITIES

Campus Ambassador

Startup Island

August 2019 – Present

Co-Event Coordinator

MSU Ducks Unlimited Chapter

Sept 2019 – Present

Committee Chairman

MSU Wakeboard Club

Sept 2019 – Present

Pitch Deck Lead Designer

Startup Weekend

Apr 2019 – Feb 2019

National Honor Society Scholar

Portland Saint Patrick Catholic School

2015 – 2017

Vice-President Student Council

Portland Saint Patrick Catholic School

Sept 2016 – May 2017

Vice-President of Yearbook

Portland Saint Patrick Catholic School

Oct 2016 – May 2017

Team Captain

Saint Patrick Bowling Team

Oct 2016 – Feb 2017

DESIGN & WORK EXPERIENCE

Customer Experience Research Assistant

Michigan Virtual

June 2020 - Present

Working with a collaborative team on analyzing qualitative and quantitative data

via Qualtrics and creating dashboards to present findings to the company

Redeveloping survey questionnaires to ensure delivery of high-quality content

and performance to stakeholders and users

Human-Centered Technology Research Assistant

Behavior, Information, and Technology Lab

Oct 2019 – Aug 2020

Analyzing qualitative data about group communication and understanding of technologies

Implementing new codes to filter social media content related to specific categories of discussion

Graphic Design Intern

RCP-USA

June 2019 – Aug 2019

Appointed by client to create a logo that represented business mission and appealed to various clientele

Created logo using Adobe Illustrator and Adobe Photoshop

User Experience Researcher

Michigan State University

Jan 2019 – May 2019

Investigated what user content is least helpful for users within the Department of Integrative Biology

Planned out an interview template along with a card sort and drawing activity for participants and used anonymous responses for affinity diagramming

User Experience Project Team

Michigan State University

Apr 2018 – May 2018

Redesigned the physical space of Michigan State University Tech Store to showcase a better layout for the use of the space

Collaborated on redesigning the website and social media to appeal to a larger audience to boost sales

SKILLS

Creative	Sociable	Constrictive	Positive	Empathy
World Traveler	Problem Solver	Conceptual Thinker	Quick Learner	
Analyze Qualitative/Quantitative Data	Strong User Experience Toolkit			

SOFTWARE

Microsoft Office 365	Qualtrics	Figma	Visual Studio
NVivo	R Studio	Adobe Create Suite – Working Knowledge	

PROGRAMMING – Working Knowledge

HTML	CSS	JavaScript	Python	R
------	-----	------------	--------	---