ABRIELLE MASON

Obtain professional experience in the field of **SERVICE DESIGN** in the latest technologies

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DESIGN/WORK EXPERIENCE

Customer Experience Researcher
Michigan Virtual – Lansing, MI
June 2020 - Present

Working with a collaborative team on analyzing qualitative and quantitative data via Qualtrics and creating dashboards to present findings to the organization and our partners
Developing surveys to ensure delivery of high-quality content and performance to stakeholders and users

Service Designer
St. Johns Smiles – St. Johns, MI
Oct 2020 – Dec 2020

Observed staff working inefficiently in a space not functionality suitable and interviewed staff about pain points
Sketched a new layout and presented it to the owner who agreed to pursue the suggestions
Implemented more cabinet space and moved hot spots around to dilute the cluster of staff and improve efficiency

Human-Computer Interaction Research Assistant
Behavior, Information, and Technology Lab – East Lansing, MI
Oct 2019 – Aug 2020

Analyzed qualitative data via NVivo about virtual group communication and understanding of technologies
Researched user preferences on sharing email addresses through interviews and coding in NVivo
Presented on email addresses at Michigan State Mid-SURE and helped write a paper for ACM CHI Conference

Graphic Design Intern
RCP-USA – Portland, MI
June 2019 – Aug 2019

Designed logo representing business mission and culture using Adobe Illustrator and Adobe Photoshop
Learned how to operate printing, scanning, and die cut machines and interact face-to-face with clients

User Experience Researcher
Michigan State University – East Lansing, MI
Jan 2019 – May 2019

Investigated website content flow via interviews, card sort and user feedback on early sketches
Created user personas and presented on findings of various user pain points discovered using affinity diagrams

Spatial Designer/Service Designer
Michigan State University – East Lansing, MI
Apr 2019 – May 2018

Recruited by a local store to improve customer satisfaction and update the interior design on a low budget
Built a miniature 3D model of a redesigned physical space of the store to highlight simple design and ease of use
Collaborated on redesigning the website and social media to appeal to a larger audience and boost sales

EDUCATION

Bachelor of Arts – Media & Information, Human-Computer Interaction Concentration
Michigan State University – East Lansing, MI
Graduated: Dec 2020

Minors: Graphic Design, Entrepreneurship & Innovation
GPA: 3.79, Deans List

High School Diploma
Portland Saint Patrick Catholic School – Portland, MI
Graduated: May 2017

GPA: 3.93, Summa Cum Laude

SKILLS

Creative, Sociable, Positive Personality, Empathetic, Culturally Diverse, Constructive, Conceptual Problem Solver, Quick Learner, Time Management, Public Speaking, Adaptable, Detail-Oriented

SOFTWARE/PROGRAMMING

Qualtrics, Figma, NVivo, Visual Studio, Microsoft Office 365, R Studio, Adobe Creative Suite (working knowledge)
Working knowledge of the following: HTML, CSS, JavaScript, R, Python