




Amanda Bassett

CONTACT

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SKILLS

UX Research & Design

Prototyping
Storyboarding
Wireframing
Personas
Qualitative Interviewing
Qualitative Data Analysis

Software & Technical

Adobe XD
Python
Tableau
Microsoft Excel
R
Microsoft Visio

PROJECTS

CareConnect

Designed an app to facilitate social connections among caregivers as part of an individual academic project. Created personas and conducted user testing on paper prototypes to create a polished digital prototype.

Innovation in Action

Worked with a team of students to research and design a solution to reduce food waste after campus events.

Office of Academic Innovation

Presented solutions to client to improve data visualization tool, collaborating with a team of students to conduct in-depth research and prepare final deliverables.

EDUCATION

University of Michigan School of Information

Ann Arbor, MI | Apr 2020

Specialization in UX Design

Master of Science in Information

- Honors/Awards: UMSI Merit Scholarship Recipient

University of Michigan

Ann Arbor, MI | Apr 2016

Bachelor of Arts in Economics and Psychology

- Honors/Awards: Phi Beta Kappa, Presidential Service Award – Gold Level (250+ service hours within a year), Eight terms University Honors (GPA above 3.5), James B. Angell Scholar (Two consecutive straight-A terms)

WORK EXPERIENCE

Account Coordinator, Amnet Group

Oct 2017 - Aug 2018 | Detroit, MI

- Optimized 10+ campaigns for major automotive brand, improving efficiency for some campaigns by more than 50% during flights
- Analyzed campaign data and created visual representations, presenting results to the larger team to inform media buying strategy
- Collaborated with vendors and DSP Support to troubleshoot programmatic guaranteed buys and PMPs, ensuring that all campaigns delivered in full
- Built campaigns within demand-side platform, earning proficiency certificates in multiple Google products through Academy for Ads

Corporate Trainee, Quad/Graphics

Jul 2016 - Jun 2017 | Pewaukee, WI

- Created final designs using Microsoft Visio to present to clients across a variety of industries
- Designed product solutions that streamlined costs for customers while meeting business needs
- Prepared quotes for clients using database software and Microsoft Excel, ensuring that all projects quoted fell within manufacturing and pricing standards
- Analyzed data as part of long-term project to overhaul existing pricing strategy and improve internal processes
- Collaborated with pricing/planning team to complete request for proposal work, resulting in competitive prices for customers
- Facilitated daily progress meetings, communicating results to Sales to meet continuous improvement goals