

Amanda Bassett

Contact

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(248) 312-8030

Skills

UX Research & Design

Prototyping
Storyboarding
Personas
Interviewing
Qualitative Data Analysis

Software

Adobe XD
Adobe PhotoShop
Adobe Illustrator
Figma
Tableau

Programming

Python
HTML & CSS

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.

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.

Innovation in Action

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

Education

University of Michigan School of Information

Ann Arbor, MI | Apr 2020
Master of Science in Information
Specialization in UX Design

- 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)
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Work Experience

Instructional Aide, University of Michigan School of Information

Ann Arbor, MI | Jan 2019-Present

- Graded papers for undergraduate information science class, providing feedback and edit suggestions
- Collaborated with other instructional staff to discuss and standardize grading procedures

Account Coordinator, Amnet Group

Detroit, MI | Oct 2017-Aug 2018

- 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

Detroit, MI | Oct 2017-Aug 2018

- 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