ANDREA WEGNER

UX Designer

Get in Touch

248-933-6790
amweg@umich.edu
www.andreawegner.com
linkedin.com/in/andrea-wegner

Education

University of Michigan

Class of 2023
Ann Arbor, MI
3.64 overall GPA
Angell Scholar

School of Information

B.S. in Information with a User Experience Design Focus

School of Literature, Science, and the Arts

B.A. in Psychology
Minor in Digital Studies

Relevant Courses

· Digital Product Design
· UX Public Field Research
· Laws of UX Design
· Web Design, Development, and Accessibility

Skills

XD	Wireframing
Illustrator	Prototyping
InDesign	User Interviews
Photoshop	Surveys
Figma	Usability Testing
InVision	User Personas
Canva	Journey Mapping
Miro	Qualitative Data
Python	Coding
HTML/CSS	Qualtrics

Work Experience

Head of Design

FeedBee, Ann Arbor, MI - May 2021 to Present
· Collaborate with a team to create and grow a product.
· Conduct exploratory research to understand the needs of potential users and markets.
· Develop brand identity including logos, typography, and color scheme.
· Created wireframes and interactive prototypes for website and dashboard.

Undergraduate Research Assistant

School of Information, Ann Arbor, MI - Aug 2020 to Present
· Assisting with Professor O. L. Haimson's Equitable Content Moderation research project.
· Reviewing and coding qualitative data and assisting in writing research papers.

UX Design and Research Intern

QualityTrade, Sydney, NSW - Jun 2020 to Aug 2020
· Developed and delivered a usability evaluation of the Quality Trade B2B website.
· Conducted user interviews and competitor analysis to identify usability issues.
· Created a site update plan to improve usability and increase appeal to new markets.
· Designed wireframes and high-fidelity prototypes for an enhanced B2B site.

Marketing and Communications Intern

Troon Privé, West Bloomfield, MI - May 2019 to Aug 2019
· Authored and distributed the club's newsletter, gaining a 5% increase in open rate.
· Established and maintained the club's social media presence.

Extra Curriculars

Conference Team Leader

MProduct, Ann Arbor, MI - Sep 2020 to Present
· Leveraged connections to recruit product managers to speak at MConnect.
· Designed marketing materials to generate interest and engage an audience.

Philanthropy Treasurer

Zeta Tau Alpha, Ann Arbor, MI - Jan 2019 to Dec 2020
· Responsible for budgeting and fundraising for 2020 philanthropic activities,
· Volunteered time to raise money and awareness for breast cancer.

Dance Marathon University of Michigan

Ann Arbor, MI - Oct 2018 to Sep 2019
· Raised over $400 to benefit the C.S. Mott's and Beaumont Children's Hospitals.
· Volunteered time to support the children and their families.

Women in Science and Engineering Residence Program

Ann Arbor, MI - Aug 2018 to May 2019
· Selected from a competitive application process to live and learn with other freshmen.
· Actively participated in seminars and coursework focusing on STEM careers.

Publication

Disproportionate Removals and Differing Content Moderation Experiences for Conservative, Transgender, and Black Social Media Users: Marginalization and Moderation Gray Areas

Oliver L. Haimson, Daniel Delmonaco, Peipei Nie, Andrea Wegner
Honorable Mention Award and Recognition for Contribution to Diversity and Inclusion
Proceedings of the ACM on Human-Computer Interaction (PACM HCI) 5, CSCW2, Article 466 (October 2021),