Ava Webster

Philadelphia, PA | [avaweb@umich.edu](mailto:avaweb@umich.edu) | [linkedin.com/in/avawebster](https://www.linkedin.com/in/avawebster/)

# Education

## University of Michigan – Ann Arbor Class of 2024

*B.S. in Information (School of Information), Minor in Computer Science and Science & Technology in Society*

*GPA: 3.6/4.0*

# Relevant Coursework and Projects

*Elementary Programming Concepts; Programming and Introductory Data Structures; Data Structures and Algorithms; Discrete Math; Introduction to Information Studies; Needs Assessment and Usability Evaluation; Calculus I & II; Introduction to Statistics and Data Analysis; Principles of Economics I; Data-Oriented Programming; Information Environments and Work; Web Design, Development, and Accessibility; Introduction to User Modeling; SQL and Databases*

# Skills

***Programming***

*C++, Python, SQL, HTML, CSS, R*

***UX/UI***

*User Research, User Interviews, Surveying, Affinity Diagramming, Accessibility, Coding, Analytics*

# Professional and Leadership Experience

***Tech and Data Analysis Intern – Sales Operation Team***

*MarginEdge May 2022-August 2022*

* Utilized Salesforce to create and run reports to collect data on sales and other company numbers
* Created a model to project sales numbers to determine the best rollout plan for a company program
* Analyzed and visualized sales reps’ metrics per month by sales stage to determine reps’ strengths and weaknesses

***Alpha Theta Delta – Professional Design Fraternity***

*University of Michigan Feb. 2022-present*

* Collaborated with a cross-functional team to create a technology-based household item that enables better use of small living space
* Implemented UX, web and graphic design best practices throughout product development process
* Developed professional skills specific to the technology and design industries, such as web development and design, portfolio creation, and Figma design

***Hopelessly Yellow – Writer***

*University of Michigan**Feb. 2021-present*

* Pitched, wrote, and edited monthly lifestyle articles reaching more than 1,000+ readers each month
* Liaised with lead editors and designers throughout the editorial process to publish final articles with cover art
* Collaborated with publication leadership to identify editorial themes such as mental health awareness and wellness; created content in-line with key messaging strategies

# Activities

### GEECS (Girls in Electrical Engineering and Computer Science); Ross Retail Club; Alpha Epsilon Phi Sorority - Diversity, Equity, and Inclusion Committee and Standards Board