

Avery McLean

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EDUCATION

Michigan State University: M.A. Media and Information - User Experience Design and Human Computer Interaction August 2025 - Present

Michigan State University: B.A. Information Science - Human Centered Technology and Minor in Information Technology 2021 - 2025

- **GPA:** 3.76/4.00

Relevant Coursework: Advanced Web Development and Design, Understanding Media and Information, Graphic Communications, Theories of Games and Interaction Design, Advanced Methods of Understanding Users, Foundations of Human Computer Interaction

EXPERIENCE

Digital Events Intern - TechSmith Corporation Customer Education Team September 2024 - Present

- Managed the full lifecycle of a webinar series, from strategic scheduling, video editing, and speaker coordination, ensuring seamless live execution and high audience engagement.
- Led the visual redesign of webinar thumbnails using Canva, ensuring all assets were not only visually appealing but also aligned with the company's brand identity. This work directly improved visual consistency across the webinar series.
- Collaborated with cross-functional teams to brainstorm and develop new webinar ideas and strategies.
- Led the post-webinar analysis by gathering attendee feedback and tracking key performance metrics to inform and drive strategic improvements for future events.

Commencement Speaker - Michigan State University College of Communication Arts and Sciences May 2025

- Selected by college faculty and staff to deliver the commencement address to over 7,000 graduates, family, and friends.
- Wrote and presented a live speech, demonstrating strong public speaking and writing skills.
- Managed all aspects of the presentation, including script development and teleprompter operation.

Analysis, Algorithms, and Software Intern - Georgia Tech Research Institute Electro-Optical Systems Lab June 2024- August 2024

Department of Defense Contractor

- Engineered graphic user interfaces (GUIs) for a rocket launcher's executive controller using Vue.js, leveraging an iterative design process and wireframes to enhance system usability.
- Developed a suite of Python-based solutions to facilitate seamless communication and data exchange between disparate systems, improving overall operational efficiency.
- Collaborated directly with a team of software engineers to analyze project requirements and deliver effective, mission-critical software solutions for a Department of Defense-funded project.

Management and Summer Series Coordinator Intern - Traverse City Track Club June 2022 - August 2023

- Organized a team of volunteers, communicated with the members of the club, and managed each weekly event

ACTIVITIES

Member - Michigan State University's President's Student Council January 2025 - Present

- Advocated for undergraduate, graduate, and professional students by advising on university policies

Member - Michigan State University Women's Cross Country and Track and Field Team August 2021 - June 2024

- Committed three hours a day to training, travel, or other team required activities while supporting a full academic schedule

DESIGN SOFTWARE EXPERIENCE

Snagit: Snagit Certified, demonstrating proficiency in screen capture and image editing

Camtasia: Experienced in using Camtasia for video editing and production, including creating presentations and editing webinar recordings.

Figma: Experience in collaborative design using Figma. Created visually appealing and user-centric design graphics.

Canva: Proficient in Canva for creating visually engaging designs, including webinar thumbnails and presentations..

CODING EXPERIENCE

Python: Used Python to solve real-world problems and automate tasks, demonstrating problem-solving skills. Created scripts and small programs to perform specific functions, getting hands-on experience with coding logic.

HTML: Built web pages using HTML, focusing on creating clear and structured content

CSS: Styled web pages using CSS to make them visually appealing and responsive across different devices. Explored CSS frameworks to make styling easier and more organized.

JavaScript: Proficient in JavaScript to add interactive features to websites, like changing content dynamically, and experience with React

AWARDS

Dean's List - Michigan State University January 2022 - January 2024, January 2025 - Present

- Maintained a 3.5 or higher GPA each semester as a full-time student