

CAITLIN ENDYKE

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EDUCATION

University of Michigan

Master of Science in Information;
April 2019

Human-Computer Interaction

New York University

Bachelor of Arts; May 2010

History, Communications, Politics

AWARDS & LEADERSHIP

UMSI Merit Scholarship

UMSI Leadership Development
Series

NYU Founder's Day Award

Top-ranking Baccalaureate
candidates are named University
scholars are a Commencement
honor

SKILLS & TOOLS

User Research

Contextual Inquiry
Survey Design
Usability Testing
Heuristic Evaluation
Qualitative Analysis

UX Design

Wireframing & Prototyping
Adobe Creative Suite
Sketch
InVision

Development

HTML, CSS, JavaScript
Python

RELATED EXPERIENCE

User Research Intern; University of Michigan Library

SEPTEMBER 2018 - PRESENT | ANN ARBOR, MI

- Develop research plans and conduct qualitative studies on the library's digital offerings
- Analyze qualitative data to create UX documentation (Personas, Journey Maps, etc) and make design recommendations

User Researcher; Ann Arbor SPARK

SEPTEMBER 2018 - DECEMBER 2018 | ANN ARBOR, MI

- Worked with a team of students to lead a Contextual Inquiry process to help SPARK identify how it was meeting the entrepreneurial needs of area startups and small businesses

Interactive Project Manager; SOS Brooklyn

MARCH 2014 - AUGUST 2017 | BROOKLYN, NY

- Managed project timelines, budgets, and resources for a diverse client list; projects ranged from print collateral to complex web platforms and mobile apps, with timelines ranging from two weeks to over two years
- Responsible for up to 12 concurrent projects at a time as the main point of contact for all clients
- Led User Research activities for large-scale interactive projects; developed interview & testing protocols, lead focus groups, moderated usability studies, and leveraged qualitative data to improve design and development outcomes

PROJECTS & ACTIVITIES

Entrepreneurs Leadership Program Fellow; University of Michigan Center for Entrepreneurship

One of 25 students from across the University selected to participate in a rigorous program that provides deep training and mentorship for a cohort of entrepreneurial-minded students to develop functional, managerial, and leadership skills related to entrepreneurship

"#Walter"; SOCHI Student Design Competition

Worked with a team of students to research, design, and prototype a digital annotation tool that would allow users to engage critically with news content and have more productive conversations about hot-button issues online

Alternative Fall Break; Data Driven Detroit

Led a contextual inquiry process to identify ways in which D3's partners use data to make organizational decisions & provided recommendations for features to be included in D3's forthcoming community-based data tool

Boston Cares Basic Technology Corps; Tech Goes Home

Volunteered with partner organizations to provide basic technology instruction in under-resourced communities via 12-week courses that cover basic technology skills.