

## EDUCATION

<b>University of Michigan School of Information</b> Master of Science in Information Concentration in UX Research and Design	Ann Arbor, MI 2020
<b>University of Michigan</b> B.A. in History	Ann Arbor, MI 2009

## EXPERIENCE

<b>Instructional Aide</b> School of Information – SI 537, SI 260, SI 360, SI 460	Ann Arbor, MI 2018 – Present
<ul style="list-style-type: none"><li>• Aide for three course series on entrepreneurship</li><li>• Market courses through digital, print and promotional items</li><li>• Lead in-class exercises and serve as point of contact for students</li><li>• Responsible for grading and class logistics</li></ul>	

<b>Technology Marketing Analyst</b> Inteva Products	Troy, MI 2017 –2018
<ul style="list-style-type: none"><li>• Led technology marketing activities for advanced development including, serving as the technology liaison to sales and global interface for technology marketing</li><li>• Supported advanced development technology planning by coordinating market and usability surveys, product portfolio development and benchmarking</li><li>• Designed and led cross-functional innovation workshops</li><li>• Created technology messaging for internal and external customers</li></ul>	

<b>Marketing &amp; Communications Specialist</b> Mitsubishi Electric	Northville, MI 2011 – 2017
<ul style="list-style-type: none"><li>• Conducted end user studies and industry benchmarking, including design and implementation; collated findings and generated reports for the advanced development ideation process</li><li>• Developed corporate marketing strategy including creating budgets and timelines leading to eight-fold increase in customer visits at trade shows</li><li>• Developed and executed marketing plan for future infotainment products</li></ul>	

## AWARDS / ASSOCIATIONS

<b>Midtown Cultural Connections Student Design Competition</b> <ul style="list-style-type: none"><li>• Created DLens concept, an AR wayfinding solution earning honorable mention</li></ul>
<b>Student Organization for Computer-Human Interaction Officer</b> <ul style="list-style-type: none"><li>• Plan skills workshops; serve as career development liaison</li></ul>

## SKILLS / TOOLS

User Research, Adobe Creative Cloud, Google Analytics, Balsamiq