


# CAMERYN JONES

UX STRATEGIST

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## ABOUT ME

As a graduating Varsity Student Athlete, I have developed a strong work ethic and reliable communication skills. I am a driven individual seeking a future position as a UX Strategist. However, I am currently working my way into graduate school at Florida International university.

## EDUCATION

### JAMES MADISON UNIVERSITY

Bachelor of Science  
Public Relations  
2018 - 2023

### JAMES MADISON UNIVERSITY

Bachelor of Science  
Interactive Design  
2018 - 2023

## SKILLS

### • UX Skills:

- Competitive analysis, user interviews, personas, card sorting, empathy maps, information architecture
- Wireframing, designing prototypes
- Basic understanding of Adobe Photoshop, InDesign, and Illustrator

### • PR Skills:

- Primary and Secondary Research
- Surveys, Focus Groups, and Interviewing
- Newsletters, Press Releases, Campaigns

## CERTIFICATES

- CITI Certified Social/Behavioral Research, 2021-2024
- LinkedIn Learning
  - Photoshop 2021 Essential Training, September 2021
  - Illustrator 2021 Essential Training, October 2021
  - InDesign 2021 Essential Training, October 2021
  - User Experience for Web Design, October 2021

## EXPERIENCE FROM PROJECTS

### GREEN MAN +

(SMAD 498) International Advertising

- Advertising campaign proposal to launch Singapore's Green Man Plus program into Japan
- Created a newspaper ad, TV commercial, billboard ad, and guerilla advertisement

### CHI DESIGN COMPETITION

(SMAD 317) User Interaction Design

- EcoGo - Inspiring Sustainable and Ethical Food Consumption
- Brought awareness to the problems in the food industry and increased conscious sustainable food consumption.
- Conducted competitive analysis, user journey maps, personas, prototypes

### SOCIAL MEDIA EFFECTS ON LGBTQ+ REPORT

(SCOM 280) Communication Research

- Created a research proposal that examined the effects social media has on the LGBTQ+ community.
- COnducted qualitative research

### SPOTIFY CASE STUDY

(SMAD 308) Interactive Design II

- Design question: How might we improve the experience of individuals looking for specific music on an artist's profile?
- Design process: empathize, define, ideate, prototypes