

CAMERYN JONES

UX RESEARCHER / STRATEGIST

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ABOUT ME

I am a dedicated and driven varsity student athlete currently pursuing my master's degree at Florida International University. With a background in interaction design and communication studies, I bring a unique combination of research, strategic, and design skills to the table. I am passionate about creating user-friendly digital products and thrive in collaborative environments where I can leverage my skills in qualitative and quantitative research methods to uncover insights.

EDUCATION

JAMES MADISON UNIVERSITY

B.S. Interactive Design and Public Relations

2018 - 2023

FLORIDA INTERNATIONAL UNIVERSITY

M.S. Global Strategic Communication

2023 - Present

M.AD SCHOOL

M.S. Strategic Planning

2023 - Present

SKILLS

• Research & UX Skills:

- Primary and Secondary Research
- Qualitative and Quantitative Research
- In-person/Remote User Interviews
- Information Architecture
- Empathy Maps
- Journey Maps
- Card Sorting
- Task Flows
- Personas
- Wireframing
- Affinity Diagramming

• Research Tools:

- Qualtrics
- Google Forms
- Microsoft Teams
- Figma
- Miro
- Photoshop

EXPERIENCE FROM PROJECTS

ARCHER

(MMC 5440) Research Strategy / (ADV 6805) Creative Strategy

- Archer is brand new to the dating app scene and wants to attract Gen Z queer men, stand out in the gay dating scene, and create a campaign that is scalable.
- Developed and created various artifacts such as screening questions, Qualtrics survey, focus groups, a moderator guide, consumer journey map, and a research report/presentation that contributed to the documentation and communication of our research findings

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

DUKES SOLUTIONS

(SMAD 404) Advanced Interactive Design

- Worked with students from the CIS department to create and develop Dukes Solutions a web application that presents a new experience for holding office hours.
- Design questions: How might we improve the experience of students and professors using a queuing drop in system?
- UX/UI specialist (my role): conducted user research (user interviews and a survey), user stories, information architecture, personas, and wire-framing

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