

# Carolyn M. Duran

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## EDUCATION

**University of Michigan, Ann Arbor** | *GPA: 3.87/4.00*

May 2021

Bachelor of Science in Information, specialization in User Experience Design

Spanish Language, Literature, and Culture Minor – College of Literature, Science, and the Arts

Minor in Business – Stephen M. Ross School of Business

**Honors:** University Honors – 8 terms 2017-2021; Angell Scholar – Winter 2019; Scholar Athlete – 2019-2021

## SKILLS

**UX Design:** Adobe Illustrator, Adobe Photoshop, Sketch, Figma, affinity analysis, usability testing, interaction design

**Web Development and Digital Marketing:** HTML5/CSS, JavaScript, WordPress, Django, Google Analytics

**Data Analytics:** Python, SQL, Excel, R Studio

## WORK EXPERIENCE

**University of Michigan School of Information** | *UX Design Intern/Research Assistant*

Summer and Fall 2020

- Improved a browser extension that encourages Reddit users to participate in more deliberate online political discussions by conducting user interviews, user testing, and competitive analysis, and designing prototypes
- Developed an online crowdsourcing tool to manually assess conversation quality in social media comments
- Coded interview data using grounded theory and wrote a research paper for eventual publication

**Comcast Corporation, Philadelphia, PA** | *UX/UI Design Intern*

Summer 2020

- Hired via competitive application process for the Comcast Center Internship Program, cancelled due to COVID-19
- Graduate of the Comcast NBCUniversal Virtual Development Experience

**Gravic, Inc., Malvern, PA** | *Marketing Intern*

Summer 2018 and Summer 2019

- Implemented improvements to the HPE Shadowbase software product line website (<https://www.shadowbasesoftware.com/>); designed and built website for UK reseller (<http://www.tekware.co.uk/>)
- Conducted monthly Twitter, Facebook, and Google Analytics reports and presented them during weekly meetings
- Reviewed, updated, and created marcom materials including use cases, procedures, videos, ads, and social media
- Collaborated with local design agency to revamp website for greater consumer engagement, SEO, and accessibility

## LEADERSHIP & ENGAGEMENT

**University of Michigan Varsity Cheerleading** | *National Championship Teams 2019 & 2021*

2018-2021

- Michigan Athletics Leadership Development Team Ambassador 2020-2021 – managed a pen pal exchange between athletes and local elementary students and organized virtual events for National Girls and Women in Sports Day
- 2021 Big Ten Academic Team – awarded to select athletes by conference coaches based on academic achievement

**University of Michigan Club Gymnastics** | *Secretary/Social Media Chair 2018-2019*

Fall 2017-2021

- Extended our club's reach to current members, alumni, and donors by improving social media engagement and online presence (@umclubgym)
- Organized fundraisers and volunteer opportunities, including Giving Blueday activities - raised \$2550 in one day
- Coordinated and designed team apparel with U-M Rec Sports apparel representatives

**Alpha Gamma Delta, Alpha Beta Chapter** | *Junior Panhellenic Representative 2018*

Fall 2017-2021

- Liaison between U-M Panhellenic Council and Alpha Beta Chapter
- "Future is Female" speaker and facilitator – mentoring 800+ women on how to live with purpose, and inspire positive change in their chapters and the broader university community

**Woodward Camp PA** | *Gymnastics Instructor and Cabin Counselor*

Summer 2017, 2018, 2019

- Master Staff coach responsible for creating lesson plans, assigning roles to assistant coaches and visiting Olympians, and promoting all sports camp activities; facilitated activities within the cabin living space

**Phoenixville YMCA Gymnastics Team** | *Captain 2016-2017, Instructor 2013-2020*

September 2005-Aug. 2017

- Prepared young gymnasts for local competitions as a leader for developmental classes and team coach for levels 2-7