

# COURTNEY SNEDE

UX // MARKETING // COMMUNICATIONS

## CONTACT



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## EDUCATION

### UNIVERSITY OF MICHIGAN

SCHOOL OF INFORMATION  
MASTER OF SCIENCE //  
Ann Arbor, MI //  
April 2020

User Experience &  
Human-Computer  
Interaction

### HILLSDALE COLLEGE

BACHELOR OF ARTS //  
Hillsdale, MI  
International Business &  
Foreign Language

## UX SKILLS



Photoshop, InDesign



Illustrator, Wordpress



Python



XD, Axure, Sketch,  
InVision

- Prototypes
- Wireframes
- Contextual Inquiry
- Survey Design
- Sketching
- Personas
- Usability Testing
- Affinity Diagrams

## CURRENT PROJECTS

### INTERACTION DESIGN

WEBSITE PROTOTYPE // Ann Arbor, MI // Sep 2018-Present

- Conceptualizing an app for parents of children with special needs to share information with each other about the school services their children receive.
- Designing wireframes and prototypes with Adobe XD, improving each iteration with survey data and usability tests.

### CONTEXTUAL INQUIRY & CONSULTING

ADVAITA BIOINFORMATICS // Plymouth, MI // Sep 2018-Present

- Using contextual inquiry, interpretation, and affinity diagramming sessions to recommend sales process improvements for Advaita's SaaS, iPathwayGuide.

### DATA MANAGEMENT CONSULTING

ALTERNATIVES FOR GIRLS // Detroit, MI // Oct 2018-Present

- Researching data management and workflow options to improve the speed and accuracy of client data collection, and allow for better reporting.
- Designing new, simplified database interface able to be used easily by people with varying technical skills.

## WORK EXPERIENCE

### FREELANCE MARKETING AND COMMUNICATIONS SPECIALIST

SELF-EMPLOYED // Detroit, MI and Seoul, South Korea // Jan 2013 – Sep 2018

- Print Publications: Produced newsletters for Versa Real Estate properties and reduced their design costs by 30%. Designed signage and other print materials for TH Marsh's new construction projects. Designed and edited dual language print collateral for Camarata Music Company.
- Social Media: Increased Facebook post engagement rate by 370% and page actions rate by 260% in one month by introducing storytelling posts and writing original content for Bethesda Church. Wrote daily business-related content on LinkedIn and Twitter for clients of Really Social, a profile management company.
- Digital newsletters: Increased click rate of e-newsletters 138% for Seoul International Women's Association by targeted marketing and better content.

### PROJECT MANAGER, WEBSITE REDESIGN

SEOUL INTERNATIONAL WOMEN'S ASSOCIATION // Seoul, Korea // May 2016 – Jun 2017

Led a team of 10 in redesigning organization's website.

- Resulted in 25% increase in active users with 12% longer duration on-site rate, 20% membership boost over the previous year, and doubled the percentage of new members.
- Developed user survey and analyzed old website to develop new site structure with functionalities that maximize user experience and ease of maintenance.
- Streamlined administrative processes to sync with new site, improving efficiency and accuracy of financial and membership records.

### INDEPENDENT CONTRACTOR (TEST USER)

SAMSUNG // Seoul, Korea // March 2017 – Jun 2017

- Tested touchscreen interface of Samsung's Smart Refrigerator, including shopping list, calendar, food camera, weather, and other Family Hub apps.