Cameron Giniel
Product Designer

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PROJECTS

Ambiance Smart Mood Ring · IoT Wearable Device
Sep 2020 - Dec 2020
• Conceptualized, researched, conducted diary studies for, programmed, and prototyped an IoT mood and stress tracking wearable device, resulting in a mid-fidelity physical prototype and a high-fidelity companion mobile app prototype

Detroit Student Design Summit · Concept Design
Jan 2020 - Apr 2020
• Framed a broad problem, conceptualized a solution, and prototyped and pitched a design that enhances connections between the Detroit Public Library and Wayne State University's Reuther Library, winning second place in the competition

Compass · iOS Mobile App
Sep 2019 - Dec 2019
• Designed a social and utility mobile app for iOS that makes camping accessible to beginners and organized for everyone
• Conducted user research, performed competitive analysis, mapped user flows, crafted personas, and administered usability testing to arrive at final design solution

WORK EXPERIENCE

UX Researcher and Designer
Michigan Department of State
May 2020 - Aug 2020
• Conceptualized and prototyped various systems to improve absentee voter information accessibility for 1500+ cities and townships statewide
• Conducted background research, 16 stakeholder interviews, and 6 participatory design sessions; formulated competitive analysis between 7 organizations; synthesized findings, resulting in 4 recommendations for solutions to the problem space

Research Assistant
University of Michigan School of Information
Jan 2020 - May 2020
• Research assistant to professor Nazanin Andalibi for a paper on LGBTQ+ people's disclosure and support seeking on social media while experiencing pregnancy loss
• Synthesized themes among 60+ publications and wrote a holistic literature review as it related to the research questions
• Distilled and extracted themes from 17 semi-structured interviews and incorporated them into the paper's findings

EDUCATION

University of Michigan
Master of Science in Information
Concentration in User Experience Design and Research
Apr 2021, Ann Arbor, Michigan

University of Michigan
Bachelor of Arts
Film, Television, and New Media
Apr 2016, Ann Arbor, Michigan

COURSES

Fundamentals of Human Behavior
Contextual Inquiry
Graphic Design
Pervasive Interaction Design
Development of Mobile Experiences

SKILLS

Research Methods
User Interviews • Usability Testing • Surveys • Heuristic Evaluation • Competitive Analysis • Diary Studies • Cultural Probes • Qualitative Analysis

Design Methods
Sketching • Storyboarding • Wireframing • Prototyping • Illustrating • UI Design • Wizard of Oz • Video • Animation

Tools
Figma • Illustrator • Adobe XD • After Effects • Premiere Pro • Photoshop • Sketch • Particle Dev

Programming
Python • HTML/CSS • JavaScript • R • SQL • React/React Native/JSX