

# Chloe Posthuma-Coelho



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## EDUCATION.

University of Massachusetts-  
Amherst

Bachelor's in Anthropology

Expected graduation Year:  
2024

Relevant Coursework:

- Biology of Poverty
- Human Ecology
- COMPSCI 121- intro to problem solving with computers
- CIS 183- OOP with Java

## INVOLVEMENT.

- **Designed a landing page for a food drive with the goal of improving compatibility and understanding interactions between users**

Technologies:

- Adobe XD (for the wireframe)
- Figma (for the initial prototype)
- Procreate (for the mockup)

## Skills:

- Human Centered Design
- Ethnographic approach towards understanding users
- Direct communication in order to achieve desired outcomes

Results:

- gained knowledge relating to the impact of visual means (i.e typography) and layout in increasing user interaction and engagement
- reinforced the importance of understanding the human condition and context in creating a more visually appealing and marketable design