Drew Asselin

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Education

Master of Science in Information
May 2020
Human-Computer Interaction
University of Michigan

B.S. in Industrial Technology
May 2010
Information and Communication
University of Southern Maine

Coursework

Completed
Interaction Design, Graphic Design,
Contextual Inquiry and Consulting,
Fundamentals of Human Behavior

Winter 2019
Programming I, Advanced Web Design,
Needs Assessment and Usability

Skills

HTML, CSS3, Wireframing,
Prototyping, User Personas/Scenarios,
Journey Mapping, QOC Analysis,
Project Management, Analytics,
Content Strategy, Web Accessibility

Tools

Adobe Suite: Ps, Ai, Id, Xd
Figma, Sketch, GitHub, Basecamp,
Google Analyitics, OS X/iOS, Windows,
MS Office, Apple iWork, G Suite

Work Experience

UConn Foundation, Inc.   **Storrs, Conn.**
User Experience Designer   *Oct. 2016 – Aug. 2018*
- Created mockups and functional prototypes for web campaigns and initiatives and implemented using HTML/CSS
- Supported colleagues as a domain expert in user experience and thoughtful design practices for multiple interdepartmental projects
- Managed overlapping complex projects in order to meet ambitious deadlines
- Adhered to strict regulations regarding confidential and proprietary donor and alumni information
- Proactively identified opportunities to enhance user experience and collaboratively shaped and implemented solutions

Assistant Director of Digital Engagement   *Apr. 2015 - Oct. 2016*
- Lead a successful website redesign project which included requirements gathering, design, evaluation, implementation, and communication.
- Organized and carried out the successful migration of content and features from a sunsetting content management system
- Created digital assets for web, email, and social media marketing campaigns

UConn Alumni Association   **Storrs, Conn.**
Assoc. Director of Alumni Communications   *Feb. 2015 - Apr. 2015*
- Managed a multichannel communications campaign for a large and emotionally-charged organizational merger focused on transparency and empathy
- Advocated for the inclusion of mobile and accessibility standards as a key part of the digital communications strategy
- Enhanced internal and external communications strategies to better leverage email and social media to promote events, benefits, and general engagement

E-Communications Web Developer   *Aug. 2012 - Jan. 2015*
- Collaborated with communications staff to create a more engaging web experience for over 100,000 UConn alumni nationwide
- Assisted with major web redesign initiative by advising and implementing the restructuring of content and use of style guidelines
- Partnered with University Communications on a confidential university-wide re-branding initiative

Professional Development

Cooper   **San Francisco, Calif.**
Cooper Applied UX Design Intensive   *July 2017*