

Jaden Cowley

(970) 234-3015 • jncowley1995@gmail.com • <https://www.linkedin.com/in/jaden-cowley-0100b2150/>

EDUCATION

Texas Tech University

Aug 2023 - April 2025

MA in Technical Communication (UX Research, Web Design/Programming, and Data Analysis Emphasis) Lubbock, TX

- Cumulative GPA: 4.00
- Relevant Coursework: *User Experience Research and Design, Qualitative and Quantitative Research Methods, Online Publishing, etc.*

Brigham Young University (BYU)

Jan 2016 - Apr 2020

BA in English (Legal Studies emphasis)

Provo, UT

- Cumulative GPA: 3.85
- Relevant Coursework: *Modern American Usage, Grammar of English, Writing Literary Criticism, Persuasive Writing, Writing with Style, Writing Tutorship Internship, Pre-Law Review Journal Writing, Legal Studies*

RESEARCH INTERESTS

My research focuses on understanding how mis- and disinformation spread within digital and institutional systems and designing interventions that promote transparency, equity, and informed decision-making. Drawing on personal experience and interdisciplinary frameworks, I aim to develop user-centered solutions that reveal both hidden biases and curriculums with intentions of empowering marginalized communities to navigate complex informational landscapes with increased confidence and autonomy.

RESEARCH EXPERIENCE

The Homefront Group Consulting

Aug 2023 – Current

User Experience and Technical Communication Consultant

Austin, TX

- Conduct comprehensive user research, including interviews, surveys, and usability tests to gather insights on user behaviors and needs, especially for government projects
- Implement User-Centered Design (UCD) principles to design and refine digital interfaces and tools for non-profit organizations, which involves creating wireframes, prototypes, and user flows to enhance usability and effectiveness
- Work closely with industry clients to evaluate and improve their programs based on user feedback using both qualitative and quantitative research techniques.
- Design and deliver educational workshops that educate clients on the benefits of integrating UCD and UXR into their business practices, enhancing client satisfaction and project outcomes.

Texas Tech University – User Experience Lab and Digital Media Office

Aug 2023 – Current

Student Learner, Researcher and Designer

Lubbock, TX

- Developed proficiency in collaborating with professionals to define project goals, scope, and requirements, while learning the principles of streamlined design processes from coursework guided by professors in the User Experience Lab.
- Gained experience in leading cross-functional design teams and launching user-centered products through simulations and projects in class, which emphasized increasing user engagement and enhancing product usability.
- Acquired skills in conducting user research, including interviews, surveys, and usability testing, to inform design decisions, resulting in reduced user friction and improved satisfaction, as demonstrated in final case studies.

PUBLICATION AND PRESENTATIONS

Research Proposal Presented at The Conference on College Composition and Communication

April 03, 2024

Author and Presenter

Spokane, WA

- Carried out tentative research concerning professionalization in the technical communication (“TC”) workspace
- Studied training protocols of the American Management Association to serve as a model for universal TC professionalization

- Presented my proposal to a panelist of professional qualitative researchers for feedback and endorsements

TEACHING EXPERIENCE

Texas Tech University – First Year Writing (English 1301-1302)
Graduate Part-Time Instructor

Aug 2023 – Current
 Lubbock, TX

- Develop and deliver lesson plans, lectures, and assignments that align with the course objectives and the needs of the students. This includes conducting in-class discussions, providing feedback on written assignments, and assessing student performance.
- Collaborate with other instructors to develop and refine the course curriculum. This involved creating new assignments, selecting readings, developing assessment tools, and researching pedagogy methods.
- Hold regular office hours to provide personal support and guidance to students. This includes helping students with their writing assignments, answering questions about the course material, and providing feedback on their progress.
- Engage in ongoing professional development activities to enhance teaching skills and knowledge of the subject matter. This includes attending conferences, participating in workshops, and reading scholarly articles.

Snyder High School
Honors English II Teacher

June 2020 – May 2023
 Snyder, TX

- Contribute to a nine percent average increase in standardized testing scores per 10th-11th grade ELAR students between 2020-2022 through testing data analysis and pedagogical strategy implementation
- Write, design, and teach my own curriculum across numerous technological platforms to maintain engagement and develop academic growth amongst students from various educational, linguistic, and socio-economic backgrounds

VOLUNTEER EXPERIENCE AND LEADERSHIP

Society of Technical Communication
Secretary

April 2024 – Current
 Lubbock, TX

- Organized and maintained detailed records of meeting minutes, agendas, and action items for executive board meetings.
- Coordinated communication between members and leadership, ensuring timely updates on events and organizational initiatives.
- Assisted in planning and promoting society events, workshops, and networking opportunities.
- Managed membership databases and tracked member engagement to support recruitment and retention efforts.
- Facilitated clear, effective communication through email newsletters and social media channels.

Graduate English Society
Representative of Technical Communication and Rhetoric

April 2024 – Current
 Lubbock, TX

- Advocated for the interests of Technical Communication and Rhetoric students, fostering open communication with faculty and department leadership.
- Organized collaborative events and workshops to promote interdisciplinary networking and professional development among graduate students.
- Assisted in coordinating the annual GES Conference, encouraging student research presentations and showcasing departmental work.
- Represented Technical Communication and Rhetoric perspectives in departmental committees, contributing to policy discussions and decision-making.
- Facilitated the distribution of resources and information to graduate students, enhancing academic and professional engagement within the department.

East Lubbock Resident Owned Business Initiative (EL ROBI)
Secretary and Grant Writer

Sep 2023 – Current
 Lubbock, TX

- Developed a website for the organization, guiding prospective students to relevant information, contact details, and sign-up options for the pre-apprenticeship program.
- Record minutes in board meetings while providing insights and perspectives to guide decision-making

- Successfully secure funding through grant proposals, contributing to a significant increase in financial resources
- Continually contribute to EL ROBI's success—empowering underprivileged communities through innovative pre-apprenticeship vocational training, leading to impactful employment outcomes for graduates of the program

Church of Jesus Christ of Latter-Day Saints (LDS)
Full-Time Representative

Sep 2013 - Sep 2015
 Charleston, WV (Region)

- Dedicated two full years to provide unpaid service and religious assistance to thousands of people from the Appalachian region
- Led a total of 24 volunteers in maximizing regional improvement through planning and teaching monthly trainings
- Trained four brand new volunteers in developing communication, planning, and teaching skills over the course of 48 total weeks (12 weeks per individual trainee)

HONORS AND AWARDS

Texas Tech University

Aug 2023 - April 2025

MA in Technical Communication (UX Research, Web Design/Programming, and Data Analysis Emphasis) Lubbock, TX

- Recipient of full, merit-based university-funding for tuition
- TTU National Honor Society Inductee

Brigham Young University (BYU)

Jan 2016 - Apr 2020

BA in English (Legal Studies emphasis)

Provo, UT

- Four-time Dean's List placement within the College of Humanities at BYU)
- Two-time academic scholarship recipient (university-funded)

SKILLS

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| ▪ Advanced knowledge of Python, HTML, JavaScript, Figma design and CSS scripts and languages | ▪ CITI Program Research Certified |
| ▪ Highly skilled in Microsoft 365 and Google Workspace and Analytics | ▪ Expertise in MLA, APA, and Chicago Manual style and formatting guidelines |
| ▪ Expertise in Statistical Package for the Social Sciences (SPSS, RSPSS, and Python3 for SPSS) | ▪ Certified Technical Writer (Quick Start Guides) |
| ▪ Google UX Certificate Holder | ▪ Experience in AGILE Strategies |
| ▪ Experience in Adobe Creative Suite (InDesign, Photoshop, and Illustrator) | ▪ Aptitude in American Sign Language |
| | ▪ Eagle Scout Award Recipient |
| | ▪ Boston Marathon Qualifier |

REFERENCES

Available upon request.