#### **Jaden Cowley**

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#### **EDUCATION**

## **Texas Tech University (TTU)**

MA in Technical Communication

Aug 2023 – April 2025 Lubbock, TX

- Cumulative GPA: 4.00.
- Relevant Coursework: User Experience Research and Design, Qualitative and Quantitative Research Methods, Web Design and Programming, Grant and Proposal Writing.

## **Brigham Young University (BYU)**

Jan 2016 - Apr 2020

Provo. UT

BA in English (Legal Studies emphasis)

- 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 explores the spread of mis- and disinformation in digital and institutional systems, focusing on transparency and accountability. Using interdisciplinary methods, I develop user-centered solutions that reveal biases, uncover hidden curriculums and empower marginalized communities to navigate complex information with confidence.

#### RESEARCH EXPERIENCE

## **The Homefront Group Consulting**

Aug 2023 - Current

Austin, TX

User Experience and Technical Communication Consultant

- Led user research initiatives, including interviews, surveys, and usability tests, to uncover user behaviors and needs for government projects.
- Applied User-Centered Design (UCD) principles to create and refine digital interfaces for nonprofit organizations, developing wireframes, prototypes, and user flows that boosted usability and effectiveness.
- Collaborated with industry clients to optimize programs through qualitative and quantitative insights, driving improvements in user satisfaction.
- Designed and conducted workshops to demonstrate the value of UCD and UXR, fostering adoption of user-first practices among clients.

## Texas Tech University – User Experience (UX) Lab and Digital Media Office

Aug 2023 – Current Lubbock, TX

Student Learner, Researcher and Designer

- Collaborated with professionals to define project goals, scope, and requirements, while learning the principles of streamlined design processes from coursework guided by professors in the UX Lab.
- Gain experience in leading cross-functional design teams and launching user-centered products through simulations and projects in class, which emphasizes increasing user engagement and enhancing product usability.
- Acquire 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.

#### **University of Delaware**

November 2024 – Current

Research and Technical Consultant (Project on Anthony N.B. Garvan)

Remote

- Collaborate with Dr. Deborah Andrews to document and preserve the legacy of Anthony N.B. Garvan, a pioneering scholar in American Civilization and Museum Studies.
- Provide editorial and design input for a Wikipedia entry, ensuring clarity, accuracy, and adherence to platform guidelines
- Managed technical tasks related to the creation and publication of the Wikipedia page, including formatting, coding, and troubleshooting.

Assist in organizing and interpreting research findings, including interviews and written comments from 44 former students, to inform the development of project deliverables.

#### **PUBLICATION AND PRESENTATIONS**

## Research Proposal Presented at The Conference on College Composition and Communication Author and Presenter

April 03, 2024 Spokane, WA

- Carried out tentative research concerning professionalization in the technical communication ("TC") workspace.
- Analyzed training protocols of the American Management Association to model universal TC professionalization.
- Presented my proposal to a panel of professional qualitative researchers for feedback and endorsements.

#### **TEACHING EXPERIENCE**

## **Texas Tech University (TTU)**

Aug 2023 – Current

Graduate Part-Time Instructor of First Year Writing (Engl. 1301-1302)

Lubbock, TX

- Create and deliver lesson plans, lectures, and assignments tailored to diverse student needs, fostering critical thinking and writing skills.
- Collaborate with faculty to design and refine curricula, integrating innovative assignments, assessment tools, and inclusive reading selections.
- Offer personalized guidance during office hours, mentoring students on writing techniques, course material, and academic progress.
- Enhance teaching practices through professional development, including attending conferences, participating in workshops, and engaging with research on pedagogy.

**Snyder High School** 

Honors English II Instructor

June 2020 – May 2023 Snyder, TX

- Contributed to a nine percent average increase in standardized testing scores per 10<sup>th</sup>-11<sup>th</sup> grade ELAR students between 2020-2022 through testing data analysis and pedagogical strategy implementation.
- Wrote, designed, and taught my own adapted curriculum across multiple technological platforms to maintain engagement and developed academic growth amongst students from various educational, linguistic, and socio-economic backgrounds.

#### VOLUNTEER EXPERIENCE AND LEADERSHIP

# **Society of Technical Communication (TTU)**

April 2024 – Current

Secretary

Lubbock, TX

- Organize and maintain detailed records of meeting minutes, agendas, and action items for executive board meetings.
- Coordinate communication between members and leadership, ensuring timely updates on events and organizational
- Assist in planning and promoting society events, workshops, and networking opportunities.
- Manage membership databases and track member engagement to support recruitment and retention efforts.
- Facilitate clear, effective communication through email newsletters and social media channels.

#### **Graduate English Society (TTU)**

April 2024 – Current

Representative of Technical Communication and Rhetoric

Lubbock, TX

- Advocate for the interests of Technical Communication and Rhetoric students, fostering open communication with faculty and department leadership.
- Organize collaborative events and workshops to promote interdisciplinary networking and professional development among graduate students.
- Assist in coordinating the annual GES Conference, encouraging student research presentations and showcasing departmental work.
- Represent Technical Communication and Rhetoric perspectives in departmental committees, contributing to policy discussions and decision-making.

• Facilitate 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

- Document board meeting minutes and contributed actionable insights to support organizational decision-making.
- Secure funding through well-crafted grant proposals, significantly increasing financial resources.
- Support EL ROBI's mission by empowering underprivileged communities through vocational training that led to meaningful employment opportunities.

## **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 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 (TTU)** *MA in Technical Communication* 

Aug 2023 – April 2025

Lubbock, TX

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

## **Brigham Young University (BYU)**

BA in English

Jan 2016 - Apr 2020 Provo, UT

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

## **SKILLS**

**Technical Skills:** Python, HTML, JavaScript, CSS, Figma, Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft 365, Google Workspace, SPSS (including Python integration), and AGILE methodologies.

Certifications: Google UX Certified, Certified Technical Writer, CITI Program Research Certified.

**Additional Skills**: Expertise in academic formatting styles (MLA, APA, Chicago), proficiency in American Sign Language, and leadership experience (Eagle Scout Award).

#### **REFERENCES**

Available upon request.