

# JESS DURHAM

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## SKILLS

### UX Methods

Comparative Analysis  
Contextual Inquiry  
Heuristic Evaluation  
Interaction Flows  
Interviewing  
Market Research  
Personas & Scenarios  
Project Management  
Prototyping (Paper)  
Prototyping (Digital)  
Storyboarding  
Survey Design  
Usability Testing  
User Stories  
Wireframing

### Software

Axure  
Omnigraffle  
Keynote  
Google Analytics  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Fireworks  
Microsoft PowerPoint  
Microsoft Excel  
Microsoft Word

### Programming (Basic)

Python  
PHP  
Java  
Javascript

### Programming (Proficient)

HTML  
CSS

## EDUCATION

### University of Michigan School of Information, Ann Arbor, MI

Master of Science in Information

*Specialization: Human-Computer Interaction*

### University of Edinburgh, Edinburgh, Scotland

Master of Science in Cultural Studies

### Carnegie Mellon University, Pittsburgh, PA

Bachelor of Arts in English with University Honors

## EXPERIENCE

### Shinola, Detroit, MI

May-December 2014

*UX Designer*

- Established the user experience operations and workflow for the e-commerce/web department of a luxury goods brand and its sister brand Filson with the goal of instilling a user-centric design philosophy.
- Initiated UX design projects and drove them through each facet of the project life cycle while working closely with an agile team of developers, visual designers and stakeholders across the organization.
- Oversaw a website overhaul initiative that relied upon user research and analytics to transform the company's web and mobile experiences into one that considers both users and business stakeholders in its design.

### T. Daniel Productions, Chicago, IL

Jan-April 2014

*UX Designer*

- Used the agile development method to respond to stakeholder requirements, generate functional specifications, build the site's architecture, write personas and user stories, and wireframe.
- Created Drupal modules and customized theming with an emphasis on dynamic and interactive visual content.

### Theodore Roosevelt Digital Library, Dickinson, ND

May-August 2013

*UX Research Intern*

- Conducted a competitive analysis of the presidential library's website and social media with other presidential libraries to better connect with and attract new users to their emergent organization.
- Assisted in the creation and review of metadata and copyright information for thousands of documents in the library's online collection.

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## SKILLS (CONT)

### Content Management Systems

Drupal (including module development and theming)

Wordpress

Magento

### Language

French

## HONORS

University of Michigan

Teaching Assistantship

UMSI Kenneth B. Vance

Merit Scholarship

## RELEVANT GRADUATE COURSEWORK

Content Management Systems

Contextual Inquiry and Project Management

Design of Complex Websites

Graphic Design

Information Architecture

Interaction Design

Marketing Research

Design & Analysis

Usability Evaluation and

Needs Assessment

## EXPERIENCE (CONT)

### UM Bentley Historical Library, Ann Arbor, MI

Jan-April 2013

*Usability Researcher & Analyst*

- Assessed user needs through interviews, surveys, and by testing the website's ease of use and accessibility.
- Generated an interaction map, evaluation reports, and recommendations that were presented to the director and staff and formed the foundation of their subsequent website redesign.

### University of Michigan, College of Literature, Science & the Arts

Ann Arbor, MI

Jan 2013-April 2014

*Graduate Student Instructor*

- Instructed nearly 200 undergraduate students in a course focused on the study of visual communication and spatial design.
- Offered students critique and feedback on weekly visual analysis exercises and term papers to improve their ability to think critically about visual design.

### UM College of Pharmacy

August-Dec 2012

*Information Architect*

- Analyzed interdepartmental communication using the contextual inquiry method, including user interviews and the modeling of communication and organizational workflows.
- Developed and presented recommendations for improving communication efficiency and collaboration.

### Community College of Allegheny County

Pittsburgh, PA

Aug 2009-May 2012

*Sociology Instructor*

- Taught dozens of courses with a heavy, self-managed workload including lectures, grading, and all supportive administrative tasks.
- Promoted to honors faculty as a mentor to students on independent projects in social research.

## LEADERSHIP & SERVICE

### UM Community Information Corps, Officer

May 2013-Apr 2014

- Coordinated with local non-profits to create short- and long-term community service project opportunities for graduate students.

### A2 Data Dive, Project Coordinator

Sept 2012-Feb 2013

- Researched, collected, and analyzed external social science data sets to help a local non-profit present a case for support to potential sponsors and donors.