



Kara Dailey

CONTACT

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SKILLS

Design
Personas
Graphics Storyboarding
Wireframing Prototyping
Graphics Interaction
Maps

Research
Interview
Contextual inquiry
Usability testing
Comparative Analysis
Statistical Analysis
Surveys Field Studies

Tools
Sketch
Adobe Illustrator Adobe
Photoshop Google
Adwords Marketo /
Salesforce Excel
Photoshop
Adobe XD

Development
HTML / CSS JavaScript
Python

PROJECTS

InfoLab, UX Designer I

Current · Ann Arbor, MI

Conducted landscape and user research to redesign the city website of Fort Meyer's, FL. Presented findings and design recommendations to PMs, designers, and engineers.

WCBN, UX Consultant

September - December 2018 · Ann Arbor, MI

Reduced turnover of training participants with user research and contextual inquiry.

PROFESSIONAL WORK

RueLaLa, Production Associate

February - August 2018 · Boston, MA

Organized, produced and QA'ed styles in accordance with brand guidelines.
Coordinated and managed creative teams within strict time lines.

LoJack - CalAmp, Content Marketing Intern

May - September 2017 · Boston, MA

Coordinated and created content for marketing and social media purposes. Organized data exchange during switch from Salesforce to Marketo
Analyzed data trends to tactically build marketing campaigns and monitor results

Blue Phoenix Creative, UX/SEO Content Intern

June - Aug 2016 · Boston, MA

Conducted competitive and statistical analysis for in-house client content
Created content and managed link building and on page SEO revisions
Hubspot Inbound Certification received

WMUA 91.1, Music Director

September 2016 - September 2017 · Amherst, MA

Tracking music statistics and reporting to national charting services weekly
Leading concert coordination efforts with local and touring artists
Training members in Adobe Audition, Wide Orbit and show engineering

EDUCATION

University of Michigan, School of Information - MS Information

3.88 GPA

2018 - 2020 · Ann Arbor, MI

Human-Computer Interaction track

InfoLab Citizen Interaction Lab Member 2017

University of Massachusetts - Amherst, BA Communication & IT

2013-2017 · Amherst, MA

Scott J Bacherman Fellow 2017 - awarded for excellence in media convergence

Deans List Honors 2015-2017