



# Kara Dailey

## CONTACT

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(617)-571-9066

## SKILLS

Design  
Personas  
Graphics  
Storyboarding  
Wireframing  
Prototyping  
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  
Sketch  
Invision  
Figma

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