EXPERIENCE DESIGNER —

KARA DAILEY

CONTACT ME —

karadailey.com — pw:opensesame

karahdailey@gmail.com

617-571-9066

EDUCATION —

University of Michigan

MS Information - HCI

3.95 GPA

Class of 2020

University of Massachusetts

BA - Communication & IT

Class of 2017

SKILLS —

UI/UX Design, User Research, Interactive Prototyping, Usability Testing, Contextual Inquiry, Survey Design, Interviewing, Facilitation, Presentation Design, Affinity Maps, Storyboarding, Information Architecture, Journey Maps, Animation

TOOLS —

Figma, Sketch App, Invision, Unity, Adobe Creative Suite, User Testing, Github, HTML/CSS, Javascript

EXPERIENCE

Dick's Sporting Goods / User Experience Designer

September 2020 - Present, Pittsburgh

I design experiences for both customer pickup and the fulfillment of orders in 800+ stores. I led the discovery and refresh of our digital pickup and delivery experiences which reduced average wait time for customers by 2.6 minutes. My most recent work has driven cross functional research and design of a new feature which will realize more than 10 million dollars worth of additional pickups over the next year!

MI2 Lab / AR/VR Design Assistant

January 2020 - September 2020, Ann Arbor

I collaborated to deliver impactful AR/VR experiences to over 20,000 students U of M's Extended Reality Initiative.

University of Michigan / Interaction Design Instructor

September 2019 - January 2020, Ann Arbor

I supported the learning and success of 40+ Masters students in SI 582, *Intro to Interaction Design*.

PTC / Design Research Intern

May 2019 - September 2019, Boston

Planned and executed head to toe UX efforts using user research, competitive analysis & user testing of software.

Guilt / Production Assistant

February 2018 - September 2018, Boston

OTHER PROJECTS

1st Place Makeathon 2019 / UX Designer

Collaborated to envision an experiential stress solution

Pilot.ly/ UX Consultant - 2019

Enhancing video rating app via user interviews & testing.