

# Kara Dailey

Product Designer

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617-571-9066

## EDUCATION

### University of Michigan

Ann Arbor, MI

MS Information

Concentration in HCI, UX

Design and Research

*Expected May 2020*

### University of Massachusetts

Amherst, MA

BA (Honors)

Communication and

Information Technology

Scott Bacherman Fellow

*Graduated May 2017*

## SKILLS

### Design Methods

Contextual Inquiry

Survey Design

Interviews

Wireframing

Prototyping

Storyboarding

Usability Testing

Affinity Mapping

Journey Maps

### Tools

Sketch

Protopie

Invision

Adobe Creative Suite

Balsamiq

Zeplin

### Technical

HTML/CSS

JavaScript/jQuery

Python

Github

## PROFESSIONAL EXPERIENCE

### MI2 Lab

AR/VR Design Assistant | Jan 2020 - Present

Designing AR/VR experiences and assets by turning conceptual ideas into useful and valuable opportunities for future students of U of M's XR

Initiative MOOC Course

### University of Michigan

Graduate Instructor - SI582 Interaction Design | Fall 2019

Supported the learning and success of 40+ Master's students in comprehension and practice of design research methods

### PTC

Design Research Intern | Mar 2018 - Jun 2018

Cross-functionally planned and executed head-to-toe UX efforts in user research, competitive analysis and user testing

### Rue La La

Production Assistant | Feb 2018 - Aug 2018

Organized, produced and QA'ed styles while managing creative teams within strict time lines

### Lojack-CalAmp

Content Marketing Intern | May 2017 - Sep 2017

Analyzed data trends to tactically build marketing campaigns and monitor results.

## OTHER PROJECTS

### UX Designer

Makeathon | Spring 2019 (*Winning Design*)

Collaborated with researchers and project managers in annual product design competition. Built a 3D prototype and won best use of CAD and best overall product design.

### UX Design Consultant

Client: City of Ft. Myers, FL | Aug 2018 - Dec 2018

Design and consult client's website through tailored user needs assessment and usability evaluation

### UX Researcher

Client: WCBN | Aug 2018 - Dec 2018

Consult client's web design issues via qualitative methods including competitive analysis, user research, interviews & affinity mapping