

# Kara Dailey

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## SKILLS

### DESIGN

Personas & Scenarios  
Graphic Design  
Accessibility  
Animation Design  
User Journey Mapping  
Sketching & Illustration  
Brainstorming  
Storyboarding Wireframing  
High Fidelity Prototyping  
Rapid Prototyping  
Interaction Design

### RESEARCH

Interviews  
Contextual inquiry  
Usability testing  
Comparative Analysis  
Statistical Analysis  
Surveys  
Field Studies

### TOOLS

Sketch  
Adobe Illustrator  
Photoshop  
Excel  
Photoshop  
Axure  
Adobe XD  
Sketch  
Invision  
Figma  
HTML / CSS  
JavaScript  
Python

## EDUCATION

### University of Michigan | 2020

M.S. Human Computer Interaction, School of Information 3.95 GPA

### University of Massachusetts Amherst | 2017

B.A. Communication & Information Technology

## PROJECTS

### InfoLab | UX Designer

Fall 2018- Spring 2019 · Ann Arbor, MI

Conducted landscape and user research to prototype and redesign city of Ft Myers website.

### Makeathon 2019 Winner | UX Designer

February 2019 · Ann Arbor, MI

Collaborated with researchers and project managers in 36 hour product design competition. Learned AutoDesk software in order to 3D Model and print our product prototype, Happy Pod.

### WCBN | UX Designer

Fall 2018 · Ann Arbor, MI

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

## PROFESSIONAL WORK

### MI2 Lab | AR/VR Design Assistant

January - Present · Ann Arbor, MI

Designing assets and prototyping for educational contexts with U of M's XR Initiative

### PTC | UX Design Research Intern

May - August 2019 · Boston, MA

Cross-functionally planned head-to-toe UX efforts from user research, competitive analysis, visual design, to user testing.

### RueLaLa | Production Associate

February - August 2018 · Boston, MA

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

### LoJack-CalAmp | Content Marketing Intern

May - September 2017 · Boston, MA

Organized and managed data exchange during switch from Salesforce to Marketo.

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

### Blue Phoenix Creative | UX Content Intern

June - Aug 2016 · Boston, MA

Conducted competitive and statistical analysis for in-house client content.

### WMUA | Music Director

September 2016 - September 2017 · Amherst, MA