

# Kara Dailey

## CONTACT

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(617)-571-9066

## SKILLS

Design

Persona

Storyboarding

Wireframing

Prototyping

Graphics

Research

Interview

Contextual inquiry

Usability testing

Comparative analysis

Statistical analysis

Survey

Tools

Sketch

Illustrator

Photoshop

Google Adwords

Marketo / Salesforce

Excel

Development

HTML / CSS

JavaScript

Python

## EXPERIENCE

### **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 product managers, designers, and engineers.

### **RueLaLa, Production Associate**

February - August 2018 · Boston, MA

Organize, produce and QA styles in accordance with brand guidelines  
Coordinate and manage creative teams within strict timelines

### **LoJack - CalAmp, Content Marketing Intern**

May - September 2017 · Boston, MA

Coordination and creation of content for marketing and social media purposes  
Data exchange and organization during switch from Salesforce to Marketo  
Analyzing data trends to tactically build marketing campaigns and monitor results

### **Blue Phoenix Creative, SEO/UX Content Intern**

June - Aug 2014 · Boston, MA

Conducted competitive and statistical analysis for in-house client content  
Content creation and management of 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, MS in 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