

LIZ SCHEMANSKI

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User experience professional with experience in data-driven research & user-centered design, graphic design, photography & videography committed to enhance digital experiences, increase process efficiency, & improve system ease-of-use

SKILLS

User Experience Techniques

- User Interviews & Testing
- Interview & Survey Design
- Personas & Scenarios
- Comparative Analysis
- Heuristic Evaluation

Interaction Design Methods

- Brainstorm Sketching
- Userflows & Wireframes
- Storyboarding
- Cultural Probes
- Paper & Digital Prototypes

Software & Tools

- Userzoom / Usertesting.com
- Photoshop
- Illustrator
- Final Cut Pro X
- UXPin / Proto.io / Axure

Web Design Approaches

- Mobile-First & Responsive Web
- 508 Accessibility

Programming Languages

- HTML5 / CSS3 / Bootstrap
- PHP / SQL
- JavaScript / Python
- Basic OOP in Java

Languages

Native:

- English
- Mandarin

Intermediate:

- Malay
- Fukien (Chinese dialect)

Beginner:

- Korean
- Japanese
- Modern Greek
- Russian

RELEVANT COURSEWORK

- Interaction Design
- Graphic Design
- Design of Complex Websites
- Usability Evaluation & Needs Assessment
- Contextual Inquiry
- Database Application Design
- Human Interaction & Information Retrieval
- Fundamentals of Human Behavior
- Information in Social Systems
- Learning & Video Games
- Makerspaces

EXPERIENCE

Blue Cross Blue Shield of Michigan

User Experience Designer

Detroit, MI

June 2016 - Present

- Collaborate with clients, conduct user studies, analyze web data analytics to define problems, identify user needs and business goals, producing data-driven decisions, designing effective solutions, and increasing customer conversion rates
- Integrate and execute Agile and human-centered design processes in working team while working closely with business, creative design, and developer teams to increase efficiency in daily team work process within and between sprints

MyFab5 Inc.

User Experience & Graphic Designer

Ann Arbor, MI

June 2015 - December 2015

- Designed and user-tested Restaurant Marketer mobile app to educate business owners in social media marketing and enabling the promotion of products via multiple social mediums at once to generate company revenue
- Redesigned internal web marketing tool for mobile platform used with social media apps to enhance usability, application performance, and user satisfaction rate

Coupa.com - Spend Management Solution for Businesses

System Usability Evaluator

San Francisco, CA

January 2015 - April 2015

- Analyzed platform ease-of-use by conducting usability tests with personas, scenarios, and surveys to increase user adoption rate
- Researched and investigated end users' needs and shopping experience through stakeholder and user interviews to assess company performance

U. of Michigan Information & Technology Services

Contextual Inquiry Researcher

Ann Arbor, MI

January 2015 - April 2015

- Collaborated with Identity & Access Management team to investigate Shibboleth configuration request process and identify current information flow problems via user interviews and in-depth field research
- Designed recommendations through ideation and qualitative analysis to improve process flow, decrease request processing duration, and increase customer satisfaction rate

Hymnal.net

Information Retrieval Researcher: *Efficiency of Browse-by-Category Search* August 2014 - December 2014

Ann Arbor, MI

- Evaluated effectiveness of hierarchical search navigation structure by conducting usability tests of 3 scenario tasks ranging from easy to difficult with 5 users varying in musical backgrounds and levels of domain familiarity
- Determined that familiarity specifically with hymnal categories in hymnal publication positively correlates to the efficiency and effectiveness of the browse-by-category search tabs

The Church in San Francisco

Design Intern

San Francisco, CA

January 2014 - May 2014

- Designed and simplified mailing subscription instructional manual into intuitive brochure for non-domain experts increasing client subscription rates
- Designed marketing collateral including online RSVP website, invites, brochures, event flyers, and bookmarks
- Coordinated closely with a small working team of 5-8 students from Christian Students at SFSU to organize local campus outreach activities, Spring break trips, and weekend intercollege retreats for over 200 students

OCBC Bank Malaysia

Intern - Mortgage Dept.

Kuala Lumpur, Malaysia

June 2011 - August 2011

- Discovered simple remapping of keyboard function significantly reducing report-processing durations for monthly loan redemption reports and annual amortization reports by 32% and 62% respectively
- Researched and implemented advanced Excel functions and formulas to increase speed and efficiency in managing large amounts of imported customer data

EDUCATION

University of Michigan School of Information (UMSI)

Master of Science in Information

Ann Arbor, MI

May 2016

Specialization: Human-Computer Interaction (HCI); GPA: 3.9

The Living Stream Bible Truth & Church Service Training

Theology & Religious Vocations

Anaheim, CA

December 2013

Two-year post-graduate leadership and team-collaboration training program with a focus on worldwide non-profit organizations based on the Christian faith

San Francisco State University (SFSU)

Bachelor of Arts in Economics, minor: Finance

San Francisco, CA

January 2012

Achievements: Summa Cum Laude; Dean's List Recognitions in 2009-2011; CGPA: 3.9