

MARA CHILDS

EDUCATION The School of Design at The Glasgow School of Art / June 2019

BA Interaction Design — *Glasgow, Scotland, UK*

Udacity Front-End Web Development Nanodegree / December 2017

Shorecrest High School / June 2015

4.0 Cumulative GPA — *Shoreline, Washington, USA*

EXPERIENCE University of Washington Division of Student Life

Design Lead, June 2017–September 2017

- Oversaw a team of fourteen to deliver high quality visual assets for print and web
- Coordinated with photography team to organize and maintain visual assets library

Social Media Coordinator, June 2016–June 2017

- Initiated visual identity redesign to create consistency across communication channels
- Analyzed user engagement across channels and conducted user surveys

eNotes

Social Media and Marketing Intern, June 2016–September 2016

- Developed a social networking plan and managed four media accounts
- Generated web and print graphics consistent with established visual language

ReThink

Visual Designer, September 2015–September 2016

- Produced all print and web graphics including infographics and copywriting
- Created and maintained all aspects of website as well as online communications

PROJECTS Kids' Sports Mirror / an interactive mirror and iPad app prototype

User Researcher, UI Designer, Winter 2017

- Conducted user interviews and implemented design ethnography
- Researched, storyboarded, and designed UI for parent-facing iOS application

SynaptoClock / an IoT clock for in-home geriatric care

Project Manager, Design Lead, Autumn 2016

- Oversaw team from concept to deliverable and managed team communications
- Performed user-testing sessions and created high-fi application prototype

SKILLS

Motion Graphics

Interactive Data Visualization

Rapid Prototyping

Typeface and Icon Design

User Interface Design

User Research and Persona Creation

Adobe Creative Suite

HMTL — CSS — JavaScript — R

HONORS

2017 Hollomon Health Innovation Challenge, *Prototype funding recipient*

University of Washington Dean's List, *2015–2017*

Best Student Run Event, *ReThink Global Sustainability Case Competition*

Elks Club State-Level Scholarship Achievement Award

Please visit my portfolio at marachilds.com