

MARCY HELD

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marcyheld.com

SKILLS

Programming

Python, Java, SQL, HTML, CSS,
JavaScript

UX Design

Sketching, Storyboarding,
Personas, Paper & digital
prototyping

UX Research

Contextual inquiry, Semi-
structured interviews, Usability
testing, Project management

Tools

Photoshop, InDesign, Illustrator,
XD, Audition, Sketch

Languages

English, Spanish

STUDENT LEADERSHIP

UMSI Scholarship Leadership
Series | 2016 – 18
SOCHI Officer | 2017 – 18
WIAD Planning Team | 2017
UMSI Service Week | 2017
Alternative Spring Break | 2017
Design Jam Winning Team | 2016
Senior Honors Thesis | 2013
WRCT-FM | 2013 – 16

INTERNATIONAL EXPERIENCE

Social Change Semester

Qatar and India | 2013

Politics and the Environment

Ecuador | 2012

Juntos

Nicaragua | 2011

EDUCATION

University of Michigan School of Information

Master of Science in Information in Human-Computer Interaction
Ann Arbor, MI | 2016-18

Community College of Allegheny County

Computer and Information Systems
Pittsburgh, PA | 2015-16

Carnegie Mellon University

Bachelor of Arts in Global Studies, minor in Photography
Most Outstanding Graduate in History Department (Eugene D. Levy award)
University & College Honors, Phi Beta Kappa, ACS Scholar
Pittsburgh, PA | 2009-13

EXPERIENCE

UX Writer Intern

Google | New York, NY May – Aug 2017

- Wrote clear, concise user-interface text for products
- Collaborated with designers, researchers, product managers, and engineers to define user-interface text requirements
- Established language recommendations and documented UX writing standards in style guides

UX Researcher

University of Michigan | Ann Arbor, MI Sept 2017 – present

- Investigate how digital employment tools can be leveraged to benefit underserved communities
- Write interview scripts, conduct user interviews, and deliver qualitative data analysis to prototyping team

PROJECTS

Experience Designer

Capstone Project | Ann Arbor, MI Jan 2018 – present

- Unite hardware and software capabilities to facilitate an impactful and educational experience in a museum setting
- Incorporate experience design methodologies to map user flows through a museum space

UX Designer

Personal Informatics | Ann Arbor, MI Jan 2018 – present

- Collect, curate, and present user data in a valuable way
- Create a personal informatics device that assists users in tracking their health and fitness, productivity, or the impact of their lifestyle on the environment

Interaction Designer

Local Vote | Ann Arbor, MI Sept – Dec 2016

- Prototyped a tablet application enabling citizens to learn about local political issues and candidates
- Incorporated user feedback to iterate through sketching, storyboarding, personas, low- and high-fidelity prototyping