



MARCY HELD

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SKILLS

Programming

Python, Java, SQL, HTML, CSS,
JavaScript

UX Design

Sketching, Storyboarding,
Personas, Paper & digital
prototyping, Agile methodology

UX Research

Contextual inquiry, Comparative
analysis, Heuristic evaluation, User
interviews, Usability testing

Tools

Photoshop, Illustrator, XD, Sketch,
InVision, Tableau

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 | GPA: 3.97

Community College of Allegheny County

Computer and Information Systems
Pittsburgh, PA | 2015-16 | GPA: 4.0

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, Andrew Carnegie Scholar
Pittsburgh, PA | 2009-13 | GPA: 3.95

EXPERIENCE

UX Researcher

UM School of Information | Ann Arbor, MI

Sept 2017 – present

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

UX Writer Intern

Google | New York, NY

May – Aug 2017

- Wrote a series of notifications for Google Search in a major content area, reaching millions of users
- Established and documented language recommendations through internal style guides, thus maintaining a consistent voice across Google products

PROJECTS

Experience Designer

Capstone Project | Ann Arbor, MI

Jan 2018 – present

- Utilize hardware and software prototyping techniques to create an interactive exhibit piece
- Incorporate experience design methods to engage and inform users

UX Designer

Personal Informatics | Ann Arbor, MI

Jan 2018 – present

- Collect, curate, and present user data in an engaging and educational way
- Prototype a personal informatics device that assists users in tracking their lifestyle's impact on the environment

UX Researcher

LSA Honors Program | Ann Arbor, MI

Jan – Apr 2017

- Mapped interaction flows, analyzed 7 user interviews, and used competitive analysis to compare website features and content strategy
- Developed surveys and administered user testing on typical tasks
- Quantified research results in reports and client presentations

Interaction Designer

Local Vote | Ann Arbor, MI

Sept – Dec 2016

- Completed 50+ sketches, 5 user interviews, and 3 user observations
- 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