

Mary Frances Haws

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Education

Pratt Institute, New York, NY - MS Information Experience Design

Expected May 2024

Rice University, Houston, TX - BA Cognitive Sciences, GPA: 3.91, cum laude

May 2022

Coursework & Skills

Relevant Coursework: Information Architecture & Interaction Design, Information Technology, Cognitive Psychology, Perception, Psychology of Language, Human Factors, Methods in Human-Computer Interaction, Non-Traditional Interfaces, Program Design, Computational Thinking, Tech Product Design & Development, Architectural Thinking

Design & Research Skills: Interviews, Competitive & Comparative Analysis, Heuristic Evaluation, Cognitive Walkthrough, Card Sorting, Tree Testing, Personas, Journey Mapping, Site Mapping, NASA-TLX, SUS, JTBD, Wireframing, Prototyping

Computer Skills: Figma, HTML, CSS, Miro, Mural, Affinity Designer, Procreate, Adobe XD, Adobe Photoshop, AutoCAD, Microsoft Office, Slack, SQL, Python

Art Skills: Drawing, Painting, Graphics and Digital Art, Photography, Collage, Sculpture

Design Projects

NYC Parks Website Redesign – Information Architecture and Interaction Design, Pratt Institute

Sept - Dec 2022

- Researched user group with a variety of human-centered methodologies to create personas, user journey maps, and site map
- Analyzed competitive and comparative sites and audited the existing site to inform design decisions
- Iterated on wireframe and prototypes designs from low- to high-fidelity

Professional Grocery Shopping App Design – Methods in Human-Computer Interaction, Rice University

Sept - Nov 2021

- Performed HF and HCI methods to analyze and guide an interface design for a third-party grocery shopping app
- Analyzed and researched the function requirements, task flow, and similar systems on the market to create an initial prototype
- Collected data from user-testing the usability and workload of the prototype and interpreted the data to alter the design

Iris Messenger for Election News App Design – Adobe x New York Times Creative Jam

Sept 2021

- Designed the interface of an app in one week with Adobe XD that presents trustworthy election content for voters in the US
- Surveyed potential users and sketched wireframes to consider the implications of different filtering strategies
- Specified the app aesthetics and screen flows to make a functioning interface prototype

Work Experience

Human-Centered Design Intern – EMPLOYERS, Reno, NV (remote; full-time June-August, part-time September-February)

June 2022 - Feb 2023

- Developed 3 personas for the main digital agency channels and 25 personas for key internal and external roles after interviewing employees in 8 different departments, distributing a questionnaire, and analyzing the data
- Conducted competitive reviews for claims intake processes to frame requirements and inform the structure for an online intake form
- Designed wireframes through collaboration with product managers, designers, and engineers for an electronic document campaign
- Analyzed 40 unmoderated user testing recordings and extracted insights for the next claims intake prototype iteration

Freelance Artist and Designer (hybrid; part-time)

Apr 2022 - present

- Complete commissions for paintings, merchandise graphics, websites, and album cover designs

Architecture Intern – Architectura, Fort Lee, NJ (in-person; full-time)

June - Aug 2021

- Sketched and designed plans for various projects, including an apartment renovation, car wash, and Grand Central Station kiosk after learning AutoCAD and Revit basics in a week
- Collaborated with clients and architects to refine designs and shadowed architects in the field

Art Shows

FOCUS New Jersey Juried Show – The Art Center of Northern New Jersey, New Milford, NJ

Nov - Dec 2022

- Showcased two original oil paintings of abstract landscapes completed in 2022

Leadership Activities

Vice President of Communications – Pratt UXPA

Oct 2022 - present

- Design and post graphics for events to Instagram and Twitter and send announcement using MailChimp
- Plan events for the community, collaborate with other officers, and maintain communications records

President – Rice Fencing Club

May 2021 - May 2022

- Oversee practices twice a week and monthly officer meetings
- Manage club roster and equipment inventory, and communicate with administration regarding schedule and budget
- Plan the Van Buskirk fencing tournament at Rice University, including reserving space, hiring USFA officials and referees, meeting safety requirements, coordinating set-up and schedules, and advertising the event

Social Media and Marketing Director – Rice Design

Sept 2020 - May 2022

- Design graphics for 3 social media pages and curate posts and branding for all club events
- Assist with planning design competitions, officer and general body meetings, and workshops
- Advertise and design club merchandise, and coordinate social media campaign twice per year
- Increased club followers on 2 Instagram accounts by 130% by contacting the university president to model and endorse merchandise and designing graphics for this campaign

Merchandise Representative – Duncan College Government

May 2019 - May 2020

- Designed themed merchandise (shirts, stickers, etc.) to sell to the residential college community for two semesters
- Communicated with merchandise companies and the Duncan executive committee to refine and order products
- Managed payments for merchandise and distribution schedule for 70+ orders