

Mary Frances Haws

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Education

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

Expected graduation May 2024

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

Aug 2018 - May 2022

Coursework & Skills

Relevant Coursework: Information Architecture & Interaction Design, Programming User Interfaces, Usability Theory & Practice, Information Technology, Practical Ethnography, 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, Moderated and Unmoderated User Testing, UserTesting.com, PlaybookUX, UzeerZoom, 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, JavaScript, Affinity Suite, Adobe Creative Suite, Procreate, AutoCAD, Microsoft Office, Miro, Mural, Slack, SQL, Python

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

Work Experience

UX Consultant - Pratt Center for Digital Experience (hybrid; part-time)

March 2023 - present

- Evaluate digital products using a range of usability testing methods for qualitative and quantitative data
- Analyze testing results and summarize findings and recommendations wth reports and presentations for the client

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

Design Projects

AI-Generated Playlists & Social Features on Amazon Music - Pratt School of Information x Amazon Music Design Challenge

Feb 2023

- Researched user group with a survey and interviews to create 2 personas and articulate a problem statement
- Analyzed competitive and comparative platforms to understand product expectations and successful features
- Brainstormed and iterated on wireframes through user testing to inform a final high-fidelity prototype and presentation for Amazon

NYC Parks Website Redesign - Information Architecture and Interaction Design, Pratt School of Information

Sept - Dec 2022

- Researched target users 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 solutions
- Conducted user testing on medium-fidelity wireframes to create high-fidelity prototype design

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

Sept - Dec 2021

- Conducted 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 improve the design

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 - User Experience Professionals Association at Pratt Institute

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

- Oversaw practices twice a week and officer meetings once a month
- Managed club roster and equipment inventory, and communicated with administration regarding schedule and budget
- Planned 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

- Designed graphics for 3 social media pages and curated posts and branding for all club events
- Assisted with planning design competitions, officer and general body meetings, and workshops
- Advertised 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 the campaign