

Meira Chefitz

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EDUCATION

- University of Michigan** Ann Arbor, MI
Ph.D. Candidate in Design Science (3.94) Sep. 2016–Present
Trained in research in a multidisciplinary graduate program. Primary strengths include surveys, semi-structured interviews, and behavioral studies and in applying various research methods to product design. *NSF Fellow (GRFP, 2017)*
- University of Illinois, Urbana-Champaign** Online & Champaign, IL
M.S. Library & Information Science (3.93) Dec. 2011
Specialization in Data Curation. Coursework included systems analysis, metadata theory and practice, and assessing user interfaces. *Beta Phi Mu Honor Society (2011)*
- New York University** New York, NY
B.A. Art History (3.71) May 2004
Minors in Psychology and Environmental Science; magna cum laude. Draper Scholar (2000-2004), *Psi Chi Honor Society (2004)*

WORK EXPERIENCE

- IBM** Austin, TX
Design Researcher, IBM Cloud Aug. 2019–Present
Researcher on design team. Plan and execute research program to refine product strategy, facilitate design, and test during the execution of products and services.
- University of Michigan, Design Science** Ann Arbor, MI
NSF Fellow May 2017–Aug. 2019
Developed research program. The research aims to investigate the trend to design conversational agents that exhibit empathy with studies on design theory, designer practice, and use behavior with conversational interfaces.
- Graduate Student Research Assistant, Global Design Lab Sep. 2016–Apr. 2017
Conducted behavioral studies on risk level in group decision making in an engineering design context. In collaboration with faculty from College of Engineering, Ross Business School, and School of Information.
- Apple Inc.** Cupertino, CA
Content Strategist for Online Support (AppleCare) June 2014–Aug. 2016
Managed content optimization projects. Built overall strategy for product support, planned content optimization projects and led cross-functional team in improving the customer experience.
- Adobe Systems, Inc.** San Jose, CA
Research Analyst in Market Insights / Program Manager of Enterprise Market Research Portal Dec. 2011–May 2014
Managed Adobe's market research portal (digital library). Analyzed data from multiple sources and synthesized reports on topics relevant to the business. Generated insights in market and competitive intelligence for clients and designed infographic deliverable.
- Information Specialist Intern June–Dec. 2011
Provided market insight deliverables to clients. Assisted in redesign of the research portal and overhaul of the custom taxonomy.
- Northwestern University Library** Evanston, IL
Technical Services – Senior Library Assistant / Bibliographic Editor Mar. 2009–May 2011
Assisted in technical duties for Northwestern's Qatar campus library. Populated metadata in library CMS and performed backend systems analysis to improve workflow. Other projects included metadata creation for works in the collection.
- Art Institute of Chicago** Chicago, IL
Research Intern in Conservation Science Sep. 2008–July 2009
Conducted research in exploring noninvasive techniques for analysis and identification of art materials.
- Senior Library Assistant in Circulation of Ryerson & Burnham Libraries Jan. 2007–July 2009
Maintained organization of collection in circulation. Provided reference assistance and trained new staff.
- Field Museum of Natural History** Chicago, IL
Anthropology Alliance Intern & Volunteer in Collection Management/Conservation Jan.–Aug. 2007
Conducted research on materials and provenance of objects. Performed conservation treatments based on assessment.
- Peggy Guggenheim Collection** Venice, Italy
Intern June–Oct. 2006
Assisted art conservator in overhaul of the museum's collection management system. Presented public talks and guided tours.

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WORK EXPERIENCE

OMD—an Omnicom media agency

New York, NY

Media Strategist

Mar. 2005 – May 2006

Created media plans for client. Collected demographic and psychographic data and analyzed media coverage.

Public Interest Research Group

Philadelphia, PA

State Director/Campaign Organizer of the New Voters Project

Aug. – Nov. 2004

Directed and oversaw activities for a nonpartisan campaign mobilizing young adults for the 2004 elections. Partnered with politicians, community organizations and student groups, and trained volunteers.

The Snow Show

NY & Finland

Intern

Dec. 2003 – June 2004

Assisted in operations and marketing of an art show in Lapland comprised of artworks made from snow and ice.

OTHER EXPERIENCE

Select research methods – Formal training and experience in both quantitative and qualitative research approaches. Includes survey design (experience with Qualtrics), experimental design and statistical analysis, exploratory data analysis, content analysis, and qualitative approaches that include interviews and observations. Experience in facilitating focus groups, generative interviews, and concept mapping.

Select technical skills in research tools – Experienced in using R for statistical analysis and text analysis, Python to aid in information processing and for agent-based modeling, SQL basics, C++ basics.

Select skills in systems – Background in systems analysis including construction of use cases, data flow diagrams, data dictionaries and process specifications.

Select skills in user experience – Experienced in user testing, usability tests, user interviews, heuristic evaluations, competitive analysis, developing card sorting, data-driven personas, and prototypes. Related software experience includes UserTesting, OptimalWorkshop, BrightEdge, and Adobe Analytics and Target.