

# Michael Scott Hohl

## UX Designer & Researcher

mhohl@ucsd.edu

(650) 521-4087

mhohl.webflow.io

### EXPERIENCE & PROJECTS

#### “Critical Design” Instructional Assistant *Dr. Lilly Irani*

DECEMBER 2015 - PRESENT

Invited by professor Lilly Irani to join the teaching team of a “Critical Design” course that examines industrial and product design from a social & political standpoint. Contribute to course planning and provide guidance to students on their design projects.

#### UX/UI Designer & Researcher *CodeSketch*

SEPTEMBER 2015 - PRESENT

Conduct user interviews and competitive analysis to create user personas and storyboards. Create sketched wireframes and digital comps. Perform qualitative ethnographic usability testing with paper and digital prototypes throughout design iterations.

#### Design Programming Chair *Design.UCSD*

APRIL 2015 - PRESENT

Lead workshops teaching Illustrator, storyboarding, and brainstorming for this pre-professional design organization. Orchestrate events and club marketing.

#### Visual Designer and Event Coordinator *UCSD Events*

MARCH 2015 - MAY 2015

Designed event materials to create visual unity under a single brand style for an event hosting a celebrity from the show “Big Bang Theory”. Helped plan and prepare event.

#### Research Assistant *Dr. McKenzie's Decision Making Lab*

SEPTEMBER 2014 - DECEMBER 2014

Learned how to better conduct participant-based research. Contributed to lab meetings, ran participants through studies, and entered data.

#### Orientation Leader *UCSD Student Affairs*

MARCH 2014 - SEPT 2014

Facilitated thought-provoking group discussions among diverse freshmen students. Lead students on engaging tours of UC San Diego with expert storytelling.

### EDUCATION

#### Human-Computer Interaction: Cognitive Science (BS)

UC San Diego

Graduation Date: 2017

Provost Honors

GPA: 3.8

#### UX Design Certification

UC San Diego Extension

Completion Date: 2017

GPA: 4.0

### DESIGN SKILLS

Qualitative Research ●●●●●●●○  
User Testing ●●●●●●●○

Paper Prototyping ●●●●●●●●  
Balsamiq ●●●●●●●○  
InVision ●●●●●●●○  
Axure ●●●●●○●○

Sketch 3 ●●●●●●●○  
Illustrator ●●●●●●●○  
InDesign ●●●●●○●○

HTML5 & CSS3 ●●●●●○●○  
Java ●●●●●○●○

### LIKES

