Carrie Mah

UX Designer & Front-end Developer

Creating delightful digital solutions to improve how people accomplish day-to-day tasks. Focuses on making people's lives easier by researching and better understanding them, designing well-thought-out interfaces, testing ideas, and developing solutions.

Contact

- [Email](#)
- [Medium](#)
- [Linkedin](#)

Skills

Skills

- Interface, interaction & visual design
- Sketching, wireframing, rapid prototyping
- Unmoderated & moderated usability testing
- Competitive analysis, user research
- Requirements gathering, prioritization

Tools

- Adobe Creative Suite (Illustrator, Photoshop)
- Axure, Moqups
- Git, Bash

Web technologies

- HTML5, CSS3, Sass/Less
- JavaScript, Angular.js
- PHP, Wordpress

Education

- Bachelor of Science with Internship in Computer Science (GPA 3.37/4.0)
- University of Calgary (Sep 2011-Dec 2017)
- Concentration in Human-Computer Interaction and minor in Visual Studies

Related Experience

May 2016 - Present

Digital UX Designer (intern)
H&R Block Canada
[Software](#) | [Video](#) | [Co-op Moments](#)

UX & UI Design
Design tax forms, flows, and features by gathering requirements and dissecting competitor flows using Moqups and Axure. Collaborate with multiple teams and helped significantly increase user base, NPS scores, and NPS comments.

Design Research
Plan usability studies, analyze participants in thinking aloud tests, and compile reports with recommendations. Analyze feedback surveys & NPS comments to present trends in Tableau, and provide usability improvements.

Front-end Development
Implement front-end changes using HTML, CSS, and Angular.js, provide code reviews, and perform quality assurance. Created guides to maintain code consistency and improve on-boarding for the UX team using Confluence and Axure.

May 2013 - April 2016

Research Assistant (undergrad)
Innovis Group, Interactions Lab
[Case study](#) | [Paper](#) | [Poster](#)

Research
Analyzed qualitative data using open coding practices and contributed to a [paper](#) on how non-scientific disciplines utilize Large, High-Resolution Displays.

Design & Development
Sketched and prototyped a visualization in Processing (Java) representing products as fingerprints.

Communication & Presentation
Designed & presented a [workshop paper](#) and a [poster](#) at various technical conferences.

Awards

- Accenture's Grace Hopper Scholarship, 2017
- Faculty of Science Dean's List (3.88/4.0), 2016
- Computer Science Undergraduate Society Award, 2015
- Premier's Citizenship Award, 2011

Conferences

- Geeky Summit, 2016: shared a story to promote Alberta Status of Women's grants
- CODE Documentary Screening, 2016: shared stories with two other panelists, encouraging others to join the tech field
- CAN-CWiC, 2016: presented a mobile design workshop using Google Design Sprint
- CUCSC, 2015: led a design workshop & presented a topic on volunteerism

Projects

- Understanding the CPSC Degree, 2016: Data analysis, UX & visual design, sketching, development
- Recipe Helper, 2015: UX & visual design, sketching, prototyping, usability testing
- Zero to Hero, 2015: User research, information architecture, UX & visual design, prototyping
- Recipe Team Helper, 2015: User research, personas, sketching, prototyping

Volunteer Experience

Aug 2016 - Feb 2017

Project Manager
SupportWorks
Website

Design
Coordinated with students and SupportWorks leaders to update content, develop brand style, and create a new Wordpress site

Development
Advised developers on best practices, processes, and tools for web development and Wordpress

April 2015 - Present

Digital & Events Coordinator
Women in Science & Engineering
ProtoChallenge 2017 | Website

Event Organization
Planning academic, industry, and social events including logistics, funding, and advertising

Design
Designed sponsorship packages and a website to online presence, increase funding, understanding about the club.

May 2013 - Present

Lead Instructor
Ladies Learning Code
Software | Video | Co-op Moments

Communication
Increase technical literacy for adults and children by instructing topics on HTML, CSS, branding, video editing, design tools, and Scratch game design.

Design
Redesigned slides based off content from Ladies Learning Code and Making Makers.

Carrie **Mah**

UX Designer | Design Researcher | Front-end Developer

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Creating delightful digital solutions to improve how people accomplish day-to-day tasks. Focuses on making people's lives easier by researching and better understanding them, designing well-thought-out interfaces, testing ideas, and developing solutions.

Education

Bachelor of Science with Internship in Computer Science   *Calgary, Canada*
UNIVERSITY OF CALGARY   *September 2011 - December 2017*

- Concentration in Human Computer Interactions and minor in Visual Studies, GPA 3.37/4.0

Skills

Skills	Interface, interaction & visual design, sketching, wireframing, rapid prototyping, website design, user research, unmoderated & moderated usability testing, competitive analysis
Tools	Adobe Illustrator, Adobe Photoshop, Axure, Moqups, Git, LaTeX, Visual Studio, MAMP
Web Technologies	HTML5, CSS3, Sass, JavaScript, Angular.js, PHP, Wordpress

Relevant Experience

Digital UX Designer - Co-op Student   *Calgary, Canada*
H&R BLOCK CANADA   *May 2016 - Present*

- Gather requirements and work with multi-disciplinary teams to design tax forms and user flows using Moqups and Axure.
- Plan and moderate usability studies to test proposed designs and existing software components, analyze participants using the think aloud method, and compile reports with recommendations & priorities.
- Implement front-end software changes using HTML, CSS, and Angular.js, provide code reviews, and perform quality assurance.
- Analyze feedback surveys to inform the Support team, present information on Tableau, and provide usability improvements.
- Created guides to maintain code consistency and improve on-boarding for the UX team using Confluence and Axure.
- Collaborate with design team to improve designs, provide feedback, and discuss business and user needs.

Undergraduate Research Assistant   *Calgary, Canada*
INNOVATIONS IN VISUALIZATION LABORATORY, INTERACTIONS LAB   *August 2014 - April 2016*

- Presented a workshop paper and developed a prototype using Java about how products can be represented as fingerprints, presented at the VIS Personal Visualization: Exploring Data in Everyday Life workshop.
- Analyzed qualitative data using open coding practices and contributed to a paper on how non-scientific disciplines can utilize large images and data on a high resolution large display, presented at the 2015 ITS conference.

Developer Intern   *Calgary, Canada*
CRITICAL MASS   *May 2015 - August 2015*

- Collaborated in an interdisciplinary team to create a strategic plan, creative design, social campaign, technical document, and a prototype in HTML5, Less, and Javascript for a mobile application where users rate accessible businesses.
- Developed design layouts into responsive prototypes using Middleman, HTML, and Sass.
- Designed and developed mobile capabilities, a blog, and event calendar in an existing Wordpress site using HTML, CSS, and Javascript; this included a detailed end user document discussing how to use the site.

Related Projects

Designer & Developer   *University of Calgary*
UNDERSTANDING THE COMPUTER SCIENCE DEGREE   *February 2016-April 2016*

- Designed and developed a visualization to help students and staff members better understand the degree at the University of Calgary using Javascript (D3.js), HTML5, and CSS3.
- Created a data set provided by the university, analyzed it using Tableau and NodeXL, and presented trends about the data set.

Designer & Developer
THE RECIPE HELPER

Calgary, Canada
November 2015

- Designed a prototype to optimize the recipe flow for novice chefs by providing a hands-free interaction with a mobile device and easy-to-follow recipe format using HTML5, CSS3, Javascript, Leap Motion Javascript API, and reveal.js.
- Awarded Most Useful at a Javascript competition and showcased in a Maker Faire at a student technology conference.

User Experience and Interface Designer
EDU APP CHALLENGE ZERO TO HERO

Calgary, Canada
November 2015

- Collaborated with a small team to create an interaction flow using pen and paper, created graphic design assets using Adobe Illustrator, and designed the prototype using PencilCase.
- Awarded Third place and People's Choice in a challenge to help students, by creating a prototype for a gamified mobile application that helps teens critically think about the content they place on social media.

Volunteer Experience

Project Manager
SUPPORTWORKS

Calgary, Canada
August 2016 - February 2017

- Coordinated with students and SupportWorks leaders to update content, develop brand style, and create a new Wordpress site.
- Advised and assisted developers on best practices, processes, and tools for web development and Wordpress.

Digital Projects Team Lead & Events Coordinator
WOMEN IN SCIENCE AND ENGINEERING

University of Calgary
April 2015 - Present

- Planning events including a ProtoChallenge where students pitch, research, and prototype ideas.
- Planning academic, industry, and social events including logistics, sponsorship, and advertising.
- Designed professional resources such as sponsorship packages and updated a website to follow a new brand style.

Lead Instructor
LADIES LEARNING CODE

Calgary, Canada
May 2013 - Present

- Assist workshop attendees with their technical educational pursuits.
- Created slide decks for Girls Learning Code workshops in Scratch, HTML, CSS, branding, and design.
- Modified slide decks for a Ladies Learning Code workshop geared for artists to create a one page website in HTML and CSS.

Conferences

Speaker
GEEKY SUMMIT

Calgary, Canada
November 2016

- Spoke alongside Chic Geek's Founder and Honourable Stephanie McLean about personal experiences as a women in technology and the importance of grants that help improve the lives of women and girls.

Presenter
CANADIAN CELEBRATION OF WOMEN IN COMPUTING

Ottawa, Canada
January 2016

- Led a workshop for over 100 participants about Google's Design Sprint methodology and mobile design patterns to evangelize design thinking and best mobile design practices.

Presenter
IEEE VISUAL ANALYTICS SCIENCE & TECHNOLOGY, INFO VIS & SCIENTIFIC VIS

Chicago, USA
October 2015

- Presented a paper about representing products visually as a fingerprint to highlight their differences, which was accepted into the 2015 VIS Personal Visualization: Exploring Data in Everyday Life workshop.

Awards

2016 Faculty of Science Dean's List (GPA 3.88/4.0)
2015 Computer Science Undergraduate Society Award