Marlon J. Phillips

Phmarlon@umich.edu (248) 462-5488 marlonjphillips.com

User Experience Methods

- Contextual Inquiry
- Conceptual Modeling
- Comparative Analysis
- Heuristic Evaluation
- Interaction Design
- Personas and Scenarios
- Prototyping
- Surveys
- Usability Testing
- Wireframing

Programming

- Arduino
- CSS
- Git
- HTML
- Javascript
- JQuery
- SQL
- Python

Software

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- ArcGIS
- Axure RP
- Google Analytics
- Microsoft Office Suite
- OmniGraffle
- Tableau Public 8.0
- Qualtrics

Student Organizations

- GE UX Technology Innovation Group
- Michigan Electronic Dance Music Association
- The Student Organization for Computer-Human Interaction

Education

University of Michigan Ann Arbor   8/14

Master of Science in Information - Human Computer Interaction, GPA: 3.50

Awards: Global Information Engagement Program, Kathryn Taylor Scholarship, UMSI Exposition 2014 Winner

Michigan State University   5/12

BS Urban and Regional Planning - Minor in Geographic Information Science, GPA: 3.43

Awards: Malcolm Drummond & Schun Hagiwara Scholarship, Ronald E. McNair Scholar, Timothy Hernandez Urban Planning Scholarship

Work Experience

Sr. Experience Designer, *Digitas*   9/14-present
- Lead design and strategy on customer facing websites for Dow, GMC, Buick and OnStar
- Collaborated across multidisciplinary teams on multiple projects
- Interfaced directly to clients to present design ideas and garner feedback

Freelance Experience Designer, *Cloudberry Creative*   9/14-10/14
- Assisted in design and strategy for several projects

Global Information Engagement Fellow, *Indian Institute of Human Settlements*   1/14-8/14
- Collaborated to design and develop a web application in Bangalore, India
- Engaged stakeholders and academic researchers to gather user needs
- Provided wireframes, prototypes, comparative analysis and front-end development

User Experience Intern, *GE Capital*   9/13-5/14
- Designed and developed customer facing websites using UX best practices
- Collaborated across multidisciplinary teams on multiple projects
- Organized meetings for constructive critiques and feedback on design ideas

IT Intern, *GE Aviation*   5/13-8/13
- Conducted research to identify key usability issues of an existing supplier web portal
- Provided HTML, CSS, and JavaScript to re-develop supplier web portal
- Collaborated in creating and moving queries to an online database

Applied Experience

Citizen Interaction Design, *Jackson Area Transit Authority*   1/14-5/14
- Used contextual inquiry to identify information breaks between JATA and ridership
- Created physical and digital solutions to better inform ridership on transit information

User Experience Research, *University of Michigan Peony Garden*   1/13-5/13
- Conducted user research, analysis, and usability testing for 'mbgna.umich.edu/peony'
- Developed recommendations to address user needs and usability issues

Contextual Inquiry, *Michigan State University Library*   8/12-12/12
- Analyzed the digital acquisition process within the library through client interviews
- Provided recommendations on key issues in order to improve the flow of communication

Community Engagement

UMSI Mentorship Program - Ann Arbor, Michigan   1/16-present
- Assist and provide guidance on student projects
- Participate in student panels and presentations
- Mentor students in one on one sessions and conversations

Inter–Cooperative Council - Ann Arbor, Michigan   1/14-5/14
- Provided research and design assistance for 'icc.coop'

The Trevor Project – New York, New York   3/14
- Set up advanced Google Analytics best practices for 'thetrevorproject.org'

William Penn House- Washington, D.C   3/13
- Provided technical assistance in updating office network and database