Micah Samter

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EDUCATION

Georgia Institute of Technology   **Atlanta, GA**
Certification in UX/UI Design   *Graduation Date: Jun 2023*

- UX researcher with a background in anthropology, and psychology. Passionate about accessibility. Skills in Qualitative & quantitative research methodologies, research presentations, wireframing & prototyping, and usability testing. Certificate in UXUI from Georgia Institute of Technology.
- Roles & Experience:
  - User Experience Design, Information Architecture, Interaction Design, Product Manager, Usability Analyst, Visual Design, and Front-End Dev.
- Team Projects:
  - Delivered a Mobile App Case Study.
  - Delivered a Non-Profit Website Responsive UI Redesign, Prototype, and Presentation.
  - Delivered a UX/UI/FE Project.
- Individual Projects:
  - Completed a Mobile App Case Study.
  - Completed a Government Agency Website Responsive UI Redesign Case Study.
  - Designed, Iterated, and Coded a ux portfolio Website using CSS, HTML, JavaScript, and Bootstrap.

Georgia State University   **Atlanta, GA**
Bachelor of Science in Anthropology   *Graduation Date: Aug 2021*

- Activities and Societies: Anthropology Club (2019-2021) and Club Treasurer (2020-2021), DREAM at GSU Charter Member (2020-2021), Swim Club: Team Member (2020-2021)
- Qualitative & Quantitative Research:
  - Occupational Fieldwork Assignment: I spent the summer of 2021 collecting fieldnotes at Sprouts Farmers Market, for my senior project, "Anthropology in the Workplace." (Anth 4830 Anthropology Internship)
  - Ethnographic Fieldwork Assignment: I did fieldwork in collaboration with a local holistic mental healthcare service provider in Roswell, GA. My research methodologies included taking field notes, formal/informal Interviewing, participant observation, and transcribing audio recordings. (Anth 4460 Health & Culture)
  - Semi-Free Ranging Observational Fieldnotes Assignment: I studied primates at the San Diego Zoo, using SanDiego Zoo's Ape Cam (Anth 2010 Biological Anthropology)
  - ArcGIS Story Maps Assignment: I created a visually immersive and engaging storytelling experience using the ArcGIS Story Maps Platform (4840 Ethnography in the 21st Century)

Georgia State University   **Atlanta, GA**
Associate of Science in Psychology   *Graduation Date: May 2017*

- Awards: Dean's List Spring 2016
- Activities and Societies: GSU Swim Club (2010), Dean's List (2016)
- Research Experience:
  - Research Design & Analysis: I studied statistics and qualitative/quantitative research methodologies. (Psyc 3510 Research Design & Analysis)
  - Academic Writing & Research: I have ten years of experience with academic writing for assignments and research papers. I explored library archives and reputable online databases, collected research from peer-reviewed scientific journals and primary sources, paraphrased articles, and provided critiques of various works for my research.
  - Survey Methodology: I created and conducted a survey of high school students for a rhetorical analysis paper. (Engl 1102 English Composition II)
  - Active Listening Exercises: I refined my communication skills, by engaging in weekly active listening activities, in a social setting. (Psyc 2103 Human Development)

      ○   Empathy Statements & Developing Rapport: I honed my interpersonal skills through weekly assignments focused on developing rapport using empathy statements. (Psyc 2103 Human Development)

WORK EXPERIENCE

Sago   **Dunwoody, GA**
Research Project Interviewer   *April 2023 – Present*
- Tested a cognitive assessment website for a client
- Conducted 200 hours of interviews testing the functionality of a client's product with 100 participants, ranging from ages 3 to 80.

Sago   **Dunwoody, GA**
Research Project Interviewer   *Jun 2022 – Apr 2023*
- Administered a cognitive assessment for the usability of a redesigned web version of a clinical test.
- Provided participants with a computer and directed them through each section.
- Administered cognitive and linguistic assessments, questionnaires, and puzzles scoring people's abilities in several key areas.
- Scored Individuals' phonetics, pronunciation, semantics, memory recall, reading comprehension, and vocabulary.
- Maintained a friendly, professional rapport with both participants and clients.

Udebate   **Cumming, GA**
Graphic Design Intern   *Dec 2014 – Dec 2015*
- Redesigned the Udebate Brand Logo.
- Managed social media content.
- Networked with creative professionals during events hosted by the Atlanta Tech Village.

Self-Employed   **Alpharetta, GA**
Freelance Graphic Designer   Jan 2010 - Dec 2016
- Promoted digital art through branding and social media content strategies which increased my client base for commissions.
- Scheduled meetings with clients to discuss product specifications, a timeline for deliverables, and commission rates.
- Proficient with a wide variety of design tools of the trade including Adobe Creative Cloud (Bridge, Dreamweaver, Illustrator, InDesign, Lightroom, Photoshop), Autodesk Sketchup, Corel Painter, Figma, and Miro Whiteboard.
- 10+ years of creative expertise pursuing creative work as a freelance graphic designer and a digital artist including Album Artwork, Collaborative Projects, Commission, Drawing & Painting, Digital Matte Painting, Logos, Photography, Prints, Wallpapers, Web Comics, Website Banners, and a Film Documentary.
- Collaborated with creators on various collective projects, one of which is featured on IMDB.

CERTIFICATIONS & MEMBERSHIPS

Georgia Institute of Technology   **Atlanta, GA**
Certificate in UXUI Design   *Jun 2023*

American Anthropological Association   **Washington, DC**
Professional Membership   *Jan 2020 - May 2024*

SKILLS & INTERESTS

Skills: Academic Writing, Database Research, Ethnographic Fieldwork Interviewing, Recording & Transcription, Holistic Perspective, Interdisciplinary, Public Speaking, Presentations, Qualitative & Quantitative Research Methodologies. UX Design, UX Research, Design Thinking, Agile Methodology, Mobile App Design, Web Design, Interactive Wireframing and Prototyping, Information Architecture,
Software: Adobe CC (Bridge, InDesign, Illustrator, Lightroom, Photoshop, XD), Figma, FigJam, Framer, GitHub, InVision, Apple Keynote, Microsoft 365 (Excel, PowerPoint, Sharepoint), Miro Whiteboard, Trello, Visual Studio, CSS, CSS FlexBox, HTML5, JavaScript, Bootstrap 4, ChatGPT
Interests: Swimming and Hiking, or learning something new.