NOAH E GUSTAFSON

805 E Huron St • Ann Arbor, MI 48104-1587
negustaf@umich.edu • (734) 883-7982 • linkedin.com/in/negustaf

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EDUCATION

UNIVERSITY OF MICHIGAN   Ann Arbor, MI
School of Information
Bachelor of Science in Information—User Experience Research & Design, May 2022
• Current GPA: 3.93/4.00; James B. Angell Scholar
• A business-tech and information-design degree that provides me with industry-leading resources to bridge gaps between user psychology and tech in fields ranging from startup social networking to established health care systems.
• Portfolio Link: https://noahgustafson.com/

Stephen M. Ross School of Business
Minor in Business Administration, May 2022

Penny W. Stamps School of Art & Design
Minor in Art & Design, May 2022

EXPERIENCE
2020-Present

MPRODUCT PRODUCT MANAGEMENT CLUB   Remote, MI
Commercialization Team Product Manager
• Deploying CritSpace—a social networking platform for UX designers to exchange critical feedback on their case studies.
• Communicating with four-person agile engineering team to develop and deploy an MVP prior to 2021.
• Conducted customer discovery interviews with experienced UX professionals.
• Building an autonomous, qualitative comment system for feedback.
• Narrowing PRD, designing wireframes, and defining PRM and release plan.
• Beta testing and cultivating different test experiences for various targeted users.
• Preparing agendas for weekly meetings to help engineers push code at regular cadence.

2020-Present   **UNIVERSITY LUTHERAN CHAPEL**   Ann Arbor, MI
UX Researcher & Front-End Developer
• Launched interim version home page in 3 days and full website in 3 weeks using WordPress and custom HTML/CSS.
• Building Excel-linked database of UX personas for the involvement team.
• Interviewing various demographic segments to uncover member experience at events and involvement on website.
• Setting up digital organization system using Google, Notion, and Trello for staff roadmaps and repos.
• Programming newsletter to sink across 2 mediums.

2019
Summer

CREATIVE DEVIATIONS IN INTERACTION DESIGN—UROP   Ann Arbor, MI
User Experience Research Intern
• Personally investigated with Professor Omar Sosa-Tzec to analyze companies' UX design work and write investigative reports on UX practices compiled for interviews.

2020   **CITY OF ANN ARBOR, DEPARTMENT OF PARKS & RECREATION LIVERIES**   Ann Arbor, MI
Supervisor
• Worked with customers directly to understand customer dissatisfaction and improve services.
• Oversaw consistent operation of 100+ staff overloaded by an immense customer volume.
• Presented various precautions to cultivate a safe environment with Covid-19.

2019-2020   **UNIVERSITY OF MICHIGAN HOUSING LIVING ARTSENGINE DEPARTMENT**   Ann Arbor, MI
Peer Mentor
• Guided small team through a yearlong project and workshops for interdisciplinary experience.
• Relationally met with students to align member-specific goals with team accomplishments.

ADDITIONAL   • Hard: HTML; CSS; JavaScript; Python; Figma; Adobe (Ps, Ai, Id); GitHub; Notion; Excel +more
• Soft: Organization, Focus, Execution, Communication, Strategy, Relational Leadership