

# OLIVIA GARDELLA

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## EXPERIENCE

### UX Design Intern

Hagerty Insurance Agency – Ann Arbor, MI

*May 2018 – Aug. 2018*

Designed wireframes for an event locator based on preliminary research. Conducted user research to establish behavioral use of mobile devices in public spaces to inform the company's mobile platform. Researched and proposed a new strategy to engage millennials with the company. Experienced working remotely.

### Photographer

Freelance – Ann Arbor, MI

*Apr. 2016 – Present*

Create portraits, professional headshots, etc. for clients in the local community. Promote personal work and acquire new clients by engaging in person and through various media. Provide customer services and editing using Adobe Photoshop and Lightroom.

### Intern

Institute of Designers in Ireland - Dublin, Ireland

*May 2017 – July 2017*

Coordinated and implemented the 2017 IDI Irish design awards social media campaign. Conducted user research and created personas in order to understand end users for the new IDI awards website. Designed wireframes for the new IDI awards website using Sketch and Adobe Photoshop.

## EDUCATION

### University of Michigan School of Information

*Ann Arbor, MI*

Bachelor of Science in Information

Concentration on UX Design

Graduation: April 2019

Minor in Art and Design

Awards: Deans List, University Honors

Relevant Coursework: HCI, Digital Product

Design, Graphic Design, Usability,

Programming, Statistics, Art and Design

## LEADERSHIP

### Design Team Lead

TEDxUofM - Ann Arbor, MI

*Jan. 2017 – Apr. 2018*

Lead the team in everything from the ideation to completion of design projects. Coordinate and oversee team projects such as stage design, promotional videos, photographing events, etc. Design posters and graphics, using the Adobe Suite, used for marketing and promotions leading to the annual conference.

## SKILLS

Proficient in: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe XD, Sketch, Figma, inVision, Python, C++, HTML/CSS, MATLAB

UX Design, UX Research, Visual Design, Photography

Strong organization, leadership, interpersonal, problem solving, communication, and collaborative skills