

# PAIGE E. BURNS

LinkedIn: [www.linkedin.com/paige-burns](https://www.linkedin.com/paige-burns)  
Portfolio: [www.paige-burns.com](https://www.paige-burns.com)  
Email: [paige.burns@colorado.edu](mailto:paige.burns@colorado.edu)  
Phone: 720-425-0574

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## EDUCATION

**University of Colorado Boulder – Leeds School of Business** - Boulder, CO

Expected May 2024

*BSBA: Marketing and Computer Science*

GPA: 3.85

- Presidents Leadership Class; Leeds Scholar; Leeds Honors; Business and Engineering Technology Scholar

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## EXPERIENCE

**Publicis Sapient**, Boston, MA

*Product Management Intern, Jun - Aug 2023*

- Managed 6 engineers through weekly Agile sprints to integrate an AI-driven web-based solution for retail industry client.
- Conducted industry research, user research, and competitor analysis to better understand and advocate for user wants and needs.
- Guided overall vision, strategy, value proposition, roadmap, and feature prioritization of digital, full stack prototype.
- Designed high-fidelity web application prototype in Figma and communicated design decisions to engineers.

**Cloud Campaign**, Boulder, CO

*User Experience Design Intern, Jun - Aug 2022*

- Conducted usability reviews with customers, performed product audit, identified UX issues, and proposed design recommendations for the Social Suite product
- Produced personas, user flows, wireframes, and a high fidelity prototype and ran user testing for a new Agency Hub feature.
- Consulted with sales team, engineers, and CEO to develop a prototype and user stories for a sales team dashboard.

**Windward Studios**, Boulder, CO

*Software Project Management Intern, May - Oct 2021*

- Managed 10 engineers through bi-weekly Agile sprints to develop document automation software in C# and Java.
- Worked closely with engineers and QA to create user stories, acceptance criteria, and bug reports in Jira.
- Created user interface prototypes in Figma and ran user testing to optimize user experience.
- Improved cross-team collaboration and provided a quick feedback loop by delivering company-wide release demos.

**Leeds School of Business**, Boulder, CO

*Presidents Leadership Class (PLC) First Year Class Advisor, Aug 2023 - Present*

- Plan and deliver one lecture and weekly recitations for first-year students, covering leadership theory and applications.
- Provide comprehensive feedback on weekly reflections, course papers, and class presentations.

*Women In Business Case Competition Leader, Mar - Jun 2022*

- Recruited speakers and judges, planned workshops and trainings, and created program schedule.
- Mentored team to first place win.

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## LEADERSHIP AND COMMUNITY INVOLVEMENT

**Leeds Consulting Group**, Boulder, CO

*Senior Analyst, Sep 2020 - Present*

- Delivered a global market analysis of the PFAS elimination industry and a market entry strategy for Aquagga (team of 6).
- Assessed impact of the 2023 “cookie” elimination and created a new marketing strategy for Lenny and Larry’s (team of 4).

**Blueprint Boulder**, Boulder, CO

*Developer, Nov 2020 - Dec 2021*

- Joined inaugural cohort of students to develop software for non profits who create communities and promote social welfare.
- Collaborated with founders to create skills workshops, identify and scope project opportunities, and design club website.
- Implemented virtual curriculum platform for Girls Inc to expand their reach and empower more girls (team of 6).

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## SKILLS

- **Research & Design:** User Personas, Wireframing, Interaction Design, Prototyping, Usability Testing, Accessibility Design
- **Software Tools:** Figma, Mural, Whimsical, Adobe Photoshop & Illustrator, Jira, Confluence, Github
- **Programming:** HTML, CSS, Tailwind, Javascript, Java, C++, SQL, Software Development Lifecycle, Agile Methodologies
- **Languages:** Seal of Biliteracy in French

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## ADDITIONAL INFORMATION

- **Case Competitions:** *First Place:* CESR Business Ethics (2021), *First Place:* Daniels Ethics Initiative (2020, 2021), *First Place:* CU-SWU Joint Program Project (2021), *Finalist:* UT Austin Women’s Case Competition (2021)
- **Associations:** Rewriting the Code, National Center for Women in Information Technology
- **Interests:** Tennis, Snowboarding, Hiking, Photography, Traveling, and Reading