

Reilly Potter

UX Researcher & Designer

reilypotter.com

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313-303-4284

Experience

Graduate Student Instructor

University of Michigan - School of Information - SI 360: *Succeeding at Failing*

Sept 2020 - Present, Ann Arbor, MI

- Managing 67 undergraduate students out of a class of 200.
- Mentoring students through group and one-on-one communication.
- Checking assignments and providing grades according to university standards.
- Maintaining atmosphere of academic learning and advancement to facilitate learning and development of critical thinking and presentation skills.

Web Designer

Potter and Associates, Inc

May - Aug 2020, Grosse Pointe, MI

- Designed new website and authored content based on stakeholder needs.
- Organized information architecture to better facilitate user journeys.
- Conducted cold and follow-up calls, increasing incoming roll-form sales leads by 25%.

Specialty Team Intern

Hagerty Insurance

May 2019 - Aug 2019, Traverse City, MI

- Advanced team efficiency through the organization and expansion of databases.
- Managed incoming requests for high performance driving education insurance quotes and maintained communication with clients to customize their coverage.
- Served as a liaison between clients and Hagerty's partners at RLI Insurance to process policy cancellations in a timely and organized fashion.
- Worked with a professionally diverse team of interns to develop a new product to improve recruitment and engagement of college-age car enthusiasts within the Hagerty Drivers Club.

Projects

UX Consultant

University of Michigan Dentistry - HR Department

Sept 2020 - Dec 2020, Ann Arbor, MI

- Consulted the Human Resources branch of the UM Department of Dentistry to improve the user experience of requesting data.
- Interviewed HR faculty and clients to better understand pain points within the existing system.
- Wrote UX reports to provide recommendations and next steps based off research findings.

Interaction Designer

Gainer

Sept 2020 - Dec 2020, Ann Arbor, MI

- Designed mobile application to incentivize healthy weight gain for underweight individuals.
- Iterated through multiple designs from low-fidelity wireframes to mid-fidelity wireframes.
- Created storyboards to visualize user flows.
- Interviewed potential users to create personas and anti-personas.

Education

University of Michigan

School of Information

Master of Science in Information
Concentration in Human-Computer Interaction

GPA: 4.0/4.0

May 2022

University of Michigan

College of Literature, Science, and the Arts

Bachelor of Arts in Economics

Minor in Entrepreneurship

GPA: 3.33/4.0

May 2020

Sciences Po - The Paris

Institute of Political Studies

Study Abroad

Jan - May 2019

Skills

Research

Affinity Mapping

Contextual Inquiry

Interviews

User Research

Design

Prototyping

Storyboarding

UX/UI Design

Wireframing

Tools & Technologies

Figma

Adobe XD

Google Suite/Analytics

Microsoft Office Suite

Python

SQL

HTML/CSS/JavaScript