

EDUCATION

University of Michigan, Ann Arbor, MI  
Bachelor of Science (B.S.) in [Cognitive Science](#)  
Minors: Entrepreneurship, User Experience Design

April 2024  
GPA: 3.3/4.0

PROFESSIONAL EXPERIENCE

LSA Opportunity Hub, University of Michigan

August 2023 - Present

Instructional Design Intern

Ann Arbor, MI

- Guided the development of comprehensive guides for the Hub's Canvas site, utilizing needs assessments and goal analyses to precisely outline learning objectives, ensuring the educational materials were tailored to the needs of undergraduate students.
- Conducted extensive research on instructional strategies and resources, leading to the creation of a diverse range of instructional modules, including written guides, graphic content, and video tutorials, designed to accommodate varied learning styles and enhance student engagement.
- Applied user experience testing with student groups to evaluate and refine existing guides and digital resources, identifying key areas for improvement and significantly improving usability and the educational experience.
- Served as a key liaison for the Hub, providing crucial information and resources to a wide range of stakeholders, including LSA departments, students, alumni, and employers, thereby enhancing their interaction with the Hub through interviews, event assistance, and group involvement.

Hush

June 2023 - August 2023

User Experience Strategist

Detroit, MI

- Orchestrated a comprehensive website redesign from start to finish, including the initial UX strategy, user research, UI design, development, and launch, with a focus on enhancing user flows and task completion rates for an optimized online experience.
- Executed a detailed competitive analysis and benchmarking study against leading industry websites to identify UX best practices and opportunities for differentiating the user experience, informing the redesign strategy.
- Collaborated closely with the marketing team to develop brand style guides that outlined typography, color palettes, logo usage, imagery, and tone, ensuring brand consistency across the new website. Formulated a UI design system aligned with these brand guidelines.
- Implemented strategic placement of lead generation forms on gated content, product pages, and other conversion-focused sections of the website, enhancing contact data capture capabilities without disrupting the experience.

Stephens Southern Delight

Jan 2023 - April 2023

Marketing Intern

Ann Arbor, MI

- Conducted in-depth macro-environmental research to inform the development of effective marketing strategies for a successful four-month promotional campaign, aligning with broader market trends and consumer behaviors.
- Developed and executed a dynamic social media strategy across multiple platforms including social media, email, push, and SMS marketing to enhance brand visibility, foster engagement, and build customer loyalty, contributing significantly to the campaign's overall success.
- Created a suite of strategic brand assets, including customer personas, website templates, social media posts, newsletters, and package redesigns, ensuring consistent brand messaging across all customer touchpoints while adhering to the client's budget constraints.
- Designed and presented evaluation criteria for measuring the promotional campaign's success, enabling precise tracking of performance metrics and competitive positioning.

RELEVANT PROJECTS

Flavor Fusion: Business Model

Role: Lead Market/Customer Acq. Researcher

Jan - April 2023

- Conducted extensive market research, including over 50 interviews and detailed case studies, to identify customer needs and segment the market effectively, directly informing the strategic direction and design of a comprehensive business model canvas.
- Developed and validated a functional solution prototype alongside innovative deliverables, addressing identified market challenges through strategic use of empathy maps, fishbowl diagrams, and ecosystem maps, demonstrating practical application and feasibility of proposed solutions.
- Engineered a detailed financial model featuring revenue forecasting, cost assumptions, and profit/loss analysis, which laid the groundwork for a sustainable business strategy and facilitated stakeholder engagement and support.
- Utilized assumption mappers and experiment cards to rigorously test and refine business hypotheses, enhancing the project's strategic approach with iterative learning and adjustments based on solid evidence.
- Spearheaded the preparation for the project's launch phase by devising strategic marketing materials, competitive analysis, and operational plans, including an in-depth equity breakdown, ensuring readiness for market entry.

SKILLS

Research Method

Audience/Market research  
Interviews/Focus Group  
Survey/Data Analysis

Technical

Qualtrics/Google Form  
MailChimp/SEO  
Google/Microsoft Suite

Design

Figma/Canva/Adobe/VSCode  
CSS/HTML/C++/R  
Squarespace/Framer/Github