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**Organization**: UMD iSchool Career Center

**Project Name**: Wireframes for iSchool Careers Newsletter

**Category**: Design

Abstract

The current design of the UMD iSchool careers newsletter is fairly simple in its content and formatting. Information for audiences with different interests was placed in the same place. Undergraduate students, master’s degree students, and Alumni may have different interests when it comes to job search. Therefore, our project team has redesigned the UMD iSchool Career Center newsletter to be more visually alluring and content focused on the needs of master’s degree students as well as alumni of the UMD iSchool. We used Figma to create wireframes and sketched a preview of what our design would look like on Active Campaign. We decluttered the newsletter by separating the audiences and offering a drop-down menu to see more content. This allowed room for additional improvements to be made on the format and wireframe. On the prototype, we created a toggle button for ‘Students’ and ‘Alumni’ for easy switching. We then grouped the posting into three different categories and assigned a drop-down menu. Readers can easily choose their preferred section and ignore the rest. To distinguish between our alumni and students we assigned each group a color, in an effort to provide a diverse set of resources and opportunities for professional development suited for both audiences. We hope that our design will prove useful for Professor Katy Lawley when redesigning the iSchool careers newsletter.