



# SAMANTHA L. MOROSS

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## EDUCATION

### UNIVERSITY OF MICHIGAN • SCHOOL OF INFORMATION

Ann Arbor, MI

- Bachelor of Science in Information, User Experience Design major April 2018
- Current GPA: 3.73/4.0, UMSI Dean's List
- Relevant Coursework: Human Computer Interaction, Graphic Design, Media Analysis, Social Media Models, Building Interactive Applications Usability Evaluation Quantitative Data Analysis, Innovations Management

### ANGLO AMERICAN UNIVERSITY

Prague, Czech Republic

- CEA Study Abroad Program

February-May 2017

## EXPERIENCE

### IBM • Performance and Programmatic Marketing Intern

New York, NY • June-August, 2017

- Contributed to the Marketing Platforms team by participating in a ten week group research project on Kapost, IBM's new content workspace platform
- Gathered and analyzed data from user engagement research, developing insights and conclusions that apply to technology platforms across IBM
- Effectively communicated platform benefits and strategic recommendations to managers and leaders in formal and informal group presentations

### stensul • Customer Success Intern

New York, NY • June-August, 2016

- Generated content for the company's Twitter account, building media engagement and increasing follower count by 20%
- Usability tested the email platform and QA tested email campaigns, correcting HTML code mistakes that may cause technical issues

### Highgate Hotels • Sales and Revenue Intern

New York, NY • June-August, 2015

- Collected, organized and analyzed hotel revenue data for the Park Lane Hotel, reporting results of analysis and trends to management
- Initiated and designed a promotional video featuring the hotel and its surroundings, educating call center employees globally

### TheOnSwitch • Marketing Intern

New York, NY • April-June, 2014

- Compiled and reviewed data for digital marketing campaigns for brands and events, emphasizing the impact of communication by social media

## STUDENT LEADERSHIP

- DIG Student Advisor, participating in tests to improve the University's websites
- FlockU Campus Ambassador, using digital marketing to raise awareness of the newsletter
- K-Grams and Bookmark volunteer, mentoring students in local elementary schools

## ACADEMIC PROJECTS

### Stubhub Website Usability • User Research

Ann Arbor, MI • September-December 2017

- Applied usability techniques such as competitive analyses, interviews, and usability tests to analyze Stubhub's website user needs, creating well-supported findings and design recommendations

### Train Commuter Application • Interaction Design

Ann Arbor, MI • September-December 2017

- Executed the design process, including formulating the design problem, sketching storyboards, developing personas, performing design space analyses, and creating paper and digital prototypes

### Spotify UX Analysis • User Experience Research

Ann Arbor, MI • November 2016

- Conducted a research analysis of the Spotify web platform, identifying user goals and offering suggestions for system improvement in a formal presentation to U of M UX researchers

## SKILLS

### Development

Python  
HTML  
CSS  
SQL  
DOM  
Javascript  
jQuery  
AngularJS

### Tools

Adobe Photoshop  
Adobe Illustrator  
Sketch App  
InVision  
Figma

### Other

Usability Testing  
A/B Testing  
Competitive Analysis  
Survey Design  
Email Marketing