TABITHA FRAHM

USER EXPERIENCE RESEARCH & DESIGN SPECIALIST

SPECIAL INTERESTS

UX Research
Virtual Reality
User Interface Design
Human-Computer Interaction
Consumer Behavior
Web Accessibility
Psychology
Emerging Technologies

TOOLS & PROGRAMS

Adobe Experience Design
Axure
Qualtrics
Optimal Workshop
UserTesting.com
Unity
SUMA
Google Analytics
Tobii Pro Lab
GitHub
Clip Studio Paint Pro
Survey Monkey

LANGUAGES

Spoken:
English (native)
French (elementary)
Thai (basic)

Programming:
HTML
CSS
JavaScript
Python

CONTACT

📞 +1 919-309-5238

✉️ tabitha.frahm@gmail.com

🖱️ www.tabithafrahm.com

in linkedin.com/in/tabithafrahm

🐦 @TabithaFrahm

EDUCATION

MASTER OF INFORMATION SCIENCE
University of North Carolina at Chapel Hill | 2018
Specialization in Human-Computer Interaction

BACHELOR OF ARTS IN PSYCHOLOGY
North Carolina State University | 2011
Minors in Ethics & French

PROFESSIONAL EXPERIENCE

User Experience & Assessment Research Assistant
UNC Libraries (Chapel Hill, NC) | 2016 - 2018

- Conducted usability testing to improve users' online and offline experience.
- Completed team and individual projects including test design, planning, recruitment, heuristic evaluation, wireframing, and qualitative analysis.
- Built and managed Virtual Reality Gaming Station at R.B. House Library.

User Experience Research Assistant
Nielsen Norman Group (Remote) | 2016-2017

- Conducted quantitative research on website usability issues, focusing on eye-tracking research.
- Analyzed and coded data; created gaze plots and heat maps.

Programs Intern
XploreAsia (Hua Hin, Thailand) | 2016

- Coordinated participants' application and international travel process.
- Provided guidance during cultural transition and throughout training.
- Drafted feedback surveys, evaluated survey data, and created reports.

Market Research Consultant
Beazer Homes (Raleigh, NC) | 2015

Sales Analyst
Beazer Homes | 2013 - 2015

- Conducted, supervised, and evaluated competitive market research.
- Researched market trends and compiled data into online databases.
- Designed and crafted reports, presentations, forecasts, spreadsheets, flyers, emails, invitations, and other brand materials.

HONORS & CERTIFICATIONS

UX CERTIFIED
Nielsen Norman Group | 2017

CAROLINA ACADEMIC LIBRARY ASSOCIATE FELLOWSHIP
UNC Chapel Hill | 2016-2018

VALEDICTORIAN
North Carolina State University | Class of 2011

LEADERSHIP ROLES

PRESIDENT
Association for Students in
Information Science &
Technology (ASIS&T) | 2017

SOCIAL CO-CHAIR
Information & Library Science
Students Association (ILSSA) |
2017

WEBMASTER
Student Chapter of the American
Library Association (SCALA) | 2017

COMMUNITY INVOLVEMENT

UNC Libraries Clue Committee
Promotion, Recruitment, &
Assessment Coordinator | 2017-2018

Triangle UXPA
Student Member | 2016-2018

**Academic Support Program for
Student Athletes**
Library Services Tutor | 2017-2018

OTHER HOBBIES

Knitting & crochet
Cross-stitch
Arts & crafts
Baking cakes
Taking photos of my cat
Magic the Gathering
Unicycles
Reading (fantasy & sci-fi)
Writing
Video games
Travel
Adventures
People-watching
Learning new things

CONTACT

📞 +1 919-309-5238

✉️ tabitha.frahm@gmail.com

🖐️ www.tabithafrahm.com

in. linkedin.com/in/tabithafrahm

🐦 @TabithaFrahm

WORKSHOPS & PRESENTATIONS

VISUALIZING 3D PRINTS IN AUGMENTED REALITY
A Makerspace Prototype for Collegiate Makers
with co-presenters Kelsey Hammer and Brittany Soder
SILS Project Fair (UNC Chapel Hill) | 2018
★**WINNER:** LAUNC-CH People's Choice Award

PROTOTYPING IN ADOBE EXPERIENCE DESIGN
SkillfUL Tech Workshop
R.B. House Undergraduate Library (Chapel Hill, NC) | 2018

TEAR DOWN THIS WALL!
Removing Boundaries to Create an Accessible Website
with co-presenter Sarah Arnold
edUI Conference (Charlottesville, VA) | 2017

TEST FEST
5-in-1 Usability Testing
with co-presenters Stephanie Hsieh & Grace Sharrar
LAUNC-CH Research Forum (Chapel Hill, NC) | 2017

PUBLICATIONS

A USABILITY STUDY OF VIRTUAL REALITY SYSTEMS
On Best Practices for User-Centered Design in VR Gaming Interfaces
Masters Paper for the School of Information and Library Science (SILS)
The University of North Carolina at Chapel Hill | 2018

RELEVANT COURSEWORK

University of North Carolina at Chapel Hill
Chapel Hill, NC | 2016-2018

- User Experience Design & Usability
- Usability Testing & Evaluation
- User Interface Design
- Research Methods
- Design of Emerging Technologies
- Storytelling with Emerging Tech
- Web Development
- Mobile Web Development
- Programming
- Systems Analysis
- Management
- Human Factors

Nielsen Norman Group UX Conference
San Diego, CA | 2017

- UX Basic Training
- Analytics and User Experience
- UX Testing
- Lean/Agile
- The Human Mind and Usability

North Carolina State University
Raleigh, NC | 2008-2011

- Intro to Behavioral Research I & II
- Ergonomics
- Perception
- Learning & Motivation
- Industrial/Organizational Psychology
- Cognitive Processes
- Cultural Anthropology
- Personality