

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



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@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

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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