MARCY HELD

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SKILLS

Programming
Python, Java, SQL, HTML, CSS, JavaScript

UX Design
Sketching, Storyboarding, Personas, Paper & digital prototyping, Agile methodology

UX Research
Contextual inquiry, Comparative analysis, Heuristic evaluation, User interviews, Usability testing

Tools
Photoshop, Illustrator, XD, Sketch, InVision, Tableau

Languages
English, Spanish

STUDENT LEADERSHIP

UMSI Scholarship Leadership Series | 2016 – 18
SOCHI Officer | 2017 – 18
WIAD Planning Team | 2017
UMSI Service Week | 2017
Alternative Spring Break | 2017
Design Jam Winning Team | 2016
Senior Honors Thesis | 2013
WRCT-FM | 2013-16

INTERNATIONAL EXPERIENCE

Social Change Semester
Qatar and India | 2013
Politics and the Environment
Ecuador | 2012
Juntos
Nicaragua | 2011

EDUCATION

University of Michigan School of Information
Master of Science in Information in Human-Computer Interaction
Ann Arbor, MI | 2016-18 | GPA: 3.98

Community College of Allegheny County
Computer and Information Systems
Pittsburgh, PA | 2015-16 | GPA: 4.0

Carnegie Mellon University
Bachelor of Arts in Global Studies, minor in Photography
Pittsburgh, PA | 2009-13 | GPA: 3.95

Most Outstanding Graduate in History Department (Eugene D. Levy award)
University & College Honors, Phi Beta Kappa, Andrew Carnegie Scholar

EXPERIENCE

Design Tech Intern
National Public Radio | Washington, DC   May 2018 – present
- Quickly build and iterate on high-fidelity prototypes for publicly facing audio tool
- Participate in the creation and maintenance of in-house design tools and processes that help designers work more efficiently with developers

UX Researcher
UM School of Information | Ann Arbor, MI   Sept 2017 – May 2018
- Investigated how digital tools can be leveraged to benefit underserved job seekers
- Wrote and piloted interview scripts, conducted user interviews, and delivered qualitative data analysis to stakeholders and prototyping team

UX Writer Intern
Google | New York, NY   May – Aug 2017
- Wrote a series of notifications for Google Search in a major content area, reaching millions of users
- Established and documented language recommendations through internal style guides, thus maintaining a consistent voice across Google products

PROJECTS

UX Designer
Snow streets | Ann Arbor, MI   Jan – Apr 2018
- Utilized hardware and software prototyping to create an interactive audio exhibit
- Engaged users and incorporated feedback from a public pop-up exhibit
- Incorporated experience design methods to engage and inform users

UX Designer
Droplet | Ann Arbor, MI   Jan – Apr 2018
- Completed and synthesized 10 user interviews, analyzed 65 survey responses, and completed sketching and high-fidelity screen prototypes
- Prototyped an application for tracking one's personal water footprint through online food purchases

UX/UI Designer
Local Vote | Ann Arbor, MI   Sept – Dec 2016
- Completed 50+ sketches, 5 user interviews, and 3 user observations
- Prototyped a tablet application enabling citizens to learn about local political issues and candidates
- Incorporated user feedback to iterate through sketching, storyboarding, personas, low- and high-fidelity prototyping