# GWENEVERE MCKEE

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## EDUCATION

**M.S. Information**, UX/Human Computer Interaction, University of Michigan, GPA 4.0 — **Completion: May 2023**

**B.A. History**, **Minor in Digital Studies,** University of Michigan, Final Year GPA 3.91 — **Aug 2019**

**Certificates**: Interface Designer (WCC), Intercultural Leadership (UM), Blockchain (UM Ross), Building a Resilient Web (LinkedIn)

## RELEVANT EXPERIENCE

**Design Management Fellow** — **Oct 2022 - Present**
University of Michigan Center for Academic Innovation
- Analyzed user tests to discover user needs that informed creation of FAQ documentation for a new online course XR initiative.
- Conducted technology and expert research to develop a ChatGPT AI Teach-Out and a Programming for Designers online course.
- Analyzed data from 554 courses to create expected course development timeline to assist faculty and other stakeholder planning.

**Director of Technology Design; Digital Product Manager** — **Mar 2020 - Present**
Come On Out
- Utilized systems design to prototype, implement, and optimize a user-friendly eLearning platform on WordPress for a multi-age international audience, with instructional design and gamification. Increased customer base from 0 to 200 users since its launch.
- Designed, branded, organized, and built 5 websites using stakeholder interviews, competitive analysis, testing, and automation.
- Optimized user experience and style guide, and increased website traffic by 21% to 70,000 views, plus revenue by $20,000.
- Built an internship program for 30 interns in web design, SEO, and social media. Product managed solutions ideation for pain points.
- Designed and implemented the technology for a collaborative virtual camp in Japan with ~2,000 students (> 94% satisfaction).

**Lead Product Designer** — **Nov 2022 - Mar 2023**
Canopay
- Conducted user research including user interviews to clarify customer personas and needs for complex fintech interactions.
- Designed web app interface, including design system, wireframes, information architecture, and annotated high fidelity prototype.

**Product Design Intern (Lean UX Center of Excellence)** — **Jun 2022 - Aug 2022**
Paramount Global, Pluto TV: Consumer Product Design team in Engagement and Personalization portfolio
- Drafted and conducted unmoderated user tests around UX copy, new features, and information architecture to reach Q3 goals.
- Analyzed results of user testing to improve CTV content details, cross-platform sign in code activation, and global navigation usability.
- Designed persona templates, drafted user interview scripts, and synthesized notes using affinity walls to create user personas.
- Acted as advisor for urgent accessibility typography errors, international market expansion, and new auto platform research.
- Participated in Lean Agile-based sprints, design system organization, and in-person ideation workshops.

**UX Research + Design Intern** — **Sep 2020 - Sep 2021**
U.S. Department of State: Bureau of Global Public Affairs - Office of Global Web Platforms
- Provided Agile UX support for the U.S. embassy website redesign using Adobe XD + Axure. Utilized user research and stakeholder input to design several major pages. My prototypes were used in the final website (> 20 million users + 12% pageview increase).
- Performed heuristic evaluation and recommendations for the new website interface and new feature implementation.
- Improved the information architecture of the site through user testing with Optimal Workshop ( > 600 participants).

**UX + Product Design Intern** — **Aug 2018**
Rockwell Automation
- Redesigned the login page of a B2B SaaS product, FactoryTalk Cloud. Utilized heuristic research and Adobe XD to create a responsive click-through prototype with customizability for 3,000 companies' branding, implemented in the final product.
- Prioritized microinteraction implementation and access logic to improve the user experience and remove system black boxes.

## FEATURED PROJECTS

**UX Researcher** (team) | Michigan State University Informal Learning Venues — **Jan 2022 - Apr 2022**
Conducted needs assessment and usability evaluation for an educational outreach website with interviews, surveys, and user testing.

**Product Designer + Technology Ideation** (team) | Verifi Blockchain Solution (Finalist/230 students) — **Feb 2022**
Ideated and prototyped a blockchain-adjacent browser extension solution to smart contract fraud in the fast moving NFT space.

**UX Researcher + UI Designer** (team) | LDRing (2nd place winner at MTank VC Competition) — **Aug 2022 - Dec 2022**
Conducted discovery research to design and physically prototype a wearable IoT ring for long distance couples to effortlessly stay connected.

## SKILLS

**UX Research:** Usability tests, contextual inquiry, heuristic evaluation, surveys, interviews, user flows, scenarios, cardsorting, personas, journey maps, affinity diagrams, use cases, QOC diagrams, competitive analysis, data analysis, user enactments, concept testing.

**UX Design & Product Design:** Prototyping, wireframing, graphic design, UI kits, information architecture, interaction maps, design thinking, accessibility, human factors, product management, problem framing, rapid ideation, digital strategy, lean Agile, product development.

**Tools**: Python/HTML/CSS/C++, Adobe XD, Adobe Photoshop/Illustrator, Figma, usertesting, Sketch, InVision, Qualtrics, Optimal Workshop, Usability Hub, Jira, Confluence, Balsamiq, ZeroHeight, Miro, LMS, SEO, Google Analytics, WordPress, gamification, Trello, particle photon.