

GWENEVERE MCKEE

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Right to Work: High Potential Individual (HPI) Visa: Right to work in the UK without sponsorship. Available immediately for permanent position.

EDUCATION

University of Michigan, Ann Arbor, MI

May 2023

Master of Science in Information (MSI), UX/HCI, GPA 4.0 (equivalent to First-Class Honours)

This 2-year project-based programme focused on collaborating with real-world clients in the public & private sectors.

- Modules: UX Mastery, Interaction Design, Survey Design, Contextual Inquiry, Usability Eval, IoT Design, Web Dev, Agile, Programming, Human Behaviour, Business Impact, Graphic Design, Global Dev Tech, Education Software
- Organisations: SOCHI (Computer-Human Interaction), Tech for Social Good, MProduct (competitively selected)
- Multiple honours cords for service, leadership, and cooperative living.

University of Michigan, Ann Arbor, MI

Aug 2019

Bachelor of Arts (B.A.) History, Minor in Digital Studies

- Relevant Modules: Programming, Data Structures, Information Studies, Statistics & Data Analysis, GIS, Digital Culture, UX Public Field Research, Digital Visual Culture, Digital Internet, Ancient History & VR
- Organisations: CMYK Graphic Design Club, Resident photographer for 9 dance, music, and fashion organisations

Certificates

- Interface Designer Certificate, Washtenaw Community College, GPA 4.0 (First-Class Honours) May 2021
- Building a Resilient Web, Blockchain, Intercultural Leadership, Responsible Conduct of Research & Scholarship

WORK EXPERIENCE

Come On Out

Mar 2020 - Dec 2023

Director of Technology Design; Director of Communications + Operations

- Collaborated virtually on a small international team to design, prototype, manage, and optimise an eLearning platform for an international audience using WordPress CMS, plugins, and automation system tools.
- Designed and branded 4 additional websites. Lowered bounce rate by 9%, and increased website traffic by 21%.
- Increased customer base 200-fold and revenue from \$0-20,000 in a year.
- Built and managed an internship program for 30 interns in web design, graphic design, SEO, and social media.
- Implemented technology for 3 collaborative virtual camps in Japan with ~2,000 students (>94% satisfaction).
- Led, planned, marketed, and managed an in-person mentorship program in Japan linking 200 participants with 2,200 students, achieving >90% satisfaction. Managed staff, HR duties, comms, and technology implementation.

Canopay

Nov 2022 - Mar 2023

Lead Product Designer

- For a Fintech startup, conducted initial product research (user interviews, surveys, user testing) to understand the credit card rewards product space and to clarify the customer persona.
- Designed desktop application interface and information architecture, from Balsamiq wireframes to Figma high fidelity prototypes, including a dynamic user dashboard with customizable widgets.
- Handed off design documentation and artefacts such as architecture diagrams to the development team.
- Analysed UserTesting and Mixpanel beta user feedback to guide product enhancements and feature prioritisation.

Paramount Global, Pluto TV

Jun 2022 - Aug 2022

Product Design Intern, Consumer Product Design team in Engagement and Personalization portfolio

- Conducted unmoderated user tests for UX copy, new features, and information architecture to reach Q3 goals.
- Analysed user testing to improve CTV content details, cross-platform sign in, and global navigation usability.
- Created and designed user personas using drafted user interviews and affinity wall analysis.
- Advised on accessibility errors in typography, international market expansion, and new auto platform research.
- Participated in Lean Agile-based sprints, design system organisation, and in-person ideation workshops.

U.S. Department of State: Bureau of Global Public Affairs

Sep 2020 - Sep 2021

User Experience Intern at Office of Global Web Platforms

- Provided interface design support for the redesign of U.S. embassy websites using Adobe XD.
- Created and administered user tests to 627 global participants using Optimal Workshop and Usability Hub.
- Used Agile framework and tools such as Jira and Confluence in daily workflow for design process management.
- Optimised designs for varying cultural and environmental contexts, and for low-technology literacy.

- Performed heuristic evaluation and provided UX recommendations for the website interface and architecture.
- Presented monthly to the Biden transition team and embassy stakeholders worldwide for feedback.

Rockwell Automation

Aug 2018

UX/UI Design Intern

- Created a user-centric and customizable re-design of the login page of a cloud-based product.
- Designed an interactive high-fidelity wireframe for desktop & mobile with strong visual appeal and accessibility.

ADDITIONAL EXPERIENCE

University of Michigan Center for Academic Innovation

Oct 2022 - May 2023

Design Management Fellow

- Analysed user tests to create FAQ documentation for an XR initiative that augmented online experiences.
- Worked with experts to plan and implement a live ChatGPT AI Teach-Out with over 300,000 views.
- Analysed data from 554 courses to inform creation of a course creation timeline to assist stakeholder workflows.

Sasha Bruce Youthworks

Feb - Mar 2022

Volunteer User Experience Consultant, Alternative Spring Break in Washington D.C.

- Led stakeholder and problem framing research to design and prototype a mobile landing page using Adobe XD to provide unhoused youth with essential information about the housing process and available options.
- The final deliverable improved client communication by reducing barriers to housing access.

University of Michigan School of Information

Oct 2018 - May 2019

Behaviour Change Technology Researcher

- Collaborated on a wearable IoT prototype for artistic exhibition that allowed users to map signals to their body.
- Researched behaviour change technology and contributed to prototypes of innovative haptic features.

AWARDS

4th Place | Product Designer + Strategist (team) | Ross Aviation Datathon

Feb 2023

- Chosen as fourth out of 50 teams by a board of industry executives for a solution to the commercial pilot retention problem. Conducted contextual interviews and performed data analysis to inform our solution.

2nd Place | UX Researcher + UI Designer (team) | MTank VC Competition

Dec 2023

- Designed the LDRing, a wearable IoT product that allows long distance couples to effortlessly stay connected.
- Conducted discovery research to design and physically prototype the product for testing and live demonstration.

Finalist | Product Designer + Technology Ideation (team) | Verifi Blockchain Solution

Feb 2022

- Finalist in 230 student Fintech competition for Verifi, a blockchain browser extension that enhances NFT security and trust through smart contract verification and real-time insights. Ideated, designed, and branded the product.

SKILLS

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

UX Design & Product Design: Prototyping, wireframing, information architecture, interaction maps, design thinking, accessibility, human factors, problem framing, ideation, product development, graphic design, UI kits.

Tools: Python/HTML/CSS/C++, Adobe XD/Photoshop/Illustrator, Figma, UserTesting, Sketch, InVision, Qualtrics, Optimal Workshop, Usability Hub, Jira, Confluence, Balsamiq, ZeroHeight, Miro, WordPress, Trello, Google Analytics, lean Agile.

Other: Product, project, & people management, visual editing, social media & email marketing, SEO, Google Analytics, gamification, e-Learning/LMS, digital strategy, website management, human resources, photography, Spanish.

INTERESTS

Rock climbing, hiking & camping, portrait & stage photography (10+ years), international travel, board games, film & theatre production, electronic music, international relations, cycling, sustainability, classical and ancient history.

References available on request.