

John Doe

Baltimore, MD

John.doe@ubalt.edu

XXX-XXX-XXXX

SUMMARY

Agency experienced professional seeking to utilize interpersonal, strategic, and UX design capabilities. Possesses experience in prototyping, user testing, market research, and strategy ideation.

EDUCATION

University of Baltimore, Baltimore, MD May 2024
Master of Science in Interaction Design & Information Architecture

University of Baltimore, Baltimore, MD May 2022
Certificate in User Experience Design

Duquesne University, Pittsburgh PA May 2021
Bachelor of Arts in Advertising & Public Relations

EXPERIENCE

IdFive, Baltimore, MD June 2023-July 2024

Assistant Creative Strategist

- Collaborate with senior creative strategists and project teams to understand client requirements and objectives.
- Conduct market research and competitive analysis to identify industry trends, consumer insights, and strategic opportunities.
- Collaborate with designers, copywriters, and other creative teams to ensure the successful execution of strategic initiatives.
- Maintain knowledge of the best industry practices and emerging trends in creative strategy, sharing knowledge and insights with the team.
- Provide creative support for asset production, building presentations, and ongoing assistance as needed.

IdFive, Baltimore, MD December 2022-June 2023

User Experience Intern

- Created and iterated over sitemaps informed by a content inventory.
- Ideated and prototyped home and internal pages for a medium sized website redesign.
- Analyzed and synthesized survey results into actionable recommendations.

Duquesne University Dept. of Marketing & Communication, Pittsburgh, PA January 2021-May 2021

Digital Content Assistant

- Created and optimized content to be used in Instagram, LinkedIn, and Facebook posts by university departments.
- Provided creative input on style choices, type choices, and design considerations.
- Captured images of campus events to be used in promotional content.

SKILLS

- UX Design: Wireframing, Prototyping, User Testing, Content Inventory, IA Creation.
- Interpersonal: Cross-Department Collaboration, Internal Collaboration, Proactive Communication.
- Research: Finding Relevant Use Cases, Comparator Scans, Presentation Creation, Brainstorming Facilitation.

Certifications

- Google Digital Marketing & E-Commerce
- Google Analytics