

ALLY VERN

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EDUCATION

University of Michigan School of Information

2024 | Ann Arbor, MI

Bachelors of Science in Information – BSI, User Experience (UX) Design

SKILLS

Design: Wireframing, Prototyping, Figma, Sketch, Illustrator, Photoshop, InDesign, Blender

Research: Storyboarding, Persona building, Heuristic Analysis, Usability Testing, User Flows

Tools: HTML, JavaScript, CSS, Python, Django, SQL, Typescript

EXPERIENCE

Bizinc, UX/UI Designer Intern

August 2024 – Present | Remote

- Planning user flows for Bizinc's clients, ensuring smooth navigation across desktop and mobile websites
- Executing entire process from ideation to high fidelity design, driving customer growth for small and home-based businesses in close collaboration with development team

Youbloom, UX/UI Designer

June 2024 – Present | Los Angeles, CA

- Led redesign of mobile and desktop screens, creating wireframes and interactive prototypes to deliver modern website that ensures seamless ticket-buying experience for fans, artists, and show creators
- Managed UX team to conduct weekly audits of 16 key screens across multiple screens sizes to enhance B2B and B2C user experiences, collaborating with the development team and leading to a 20% increase in task completion rates
- Spearheaded digital strategy definition in collaboration with product and development teams to ensure consistent youbloom branding across web experiences, email campaigns, and marketing materials, effectively catering to over 200 shareholders

JOINLU International, UX Consultant

September 2023 – May 2024 | Ann Arbor, MI

- Integrated research findings to inform the design and prototyping of 7 pivotal website screens, achieving a 100% user preference for the redesign compared to original version
- Developed an affinity map, journey map, user persona, and task analysis diagram to identify data patterns and user pain points, enhancing website user experience through insights gathered from 15 user interviews and analysis of over 150 data points
- Led and conducted 20+ usability tests for original and redesigned website, pinpointing and addressing critical user pain points for improved functionality leading to a 40% increase in click-through rates

University of Michigan, Research Assistant

May 2023 – May 2024 | Ann Arbor, MI

- Managed python programming and debugging sessions of 8 economic games over a period of 3 months for a team of 5 people, utilizing a django based framework to analyze user's digital privacy preferences
- Built user interface with HTML, Javascript, and CSS allowing seamless user interaction and participation of over 40 research study participants during economic games
- Administered a comprehensive series of 7 experimental study trials where participants engaged with economic games