Ally Vern

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EDUCATION

University of Michigan School of Information, Ann Arbor MI   *Graduating May 2024*
Bachelors of Science in Information - BSI, User Experience (UX) Design

PROFESSIONAL EXPERIENCE

University of Michigan School of Information *Research Assistant - Ann Arbor, MI*   *May 2023 - Present*
- 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 a 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, revealing valuable insights into user's digital privacy preferences

BlueConduit *Marketing Intern - Ann Arbor MI*   *May 2022 - Aug 2022*
- Designed over 15 graphics to be used on website and marketing emails to increase click rates from 3.1% to 4.2%
- Programmed python code to organize over 3,000 company contacts and be employed into permanent company operations, and de-duplicating 40 contacts
- Developed website code to improve SEO by analyzing website traffic, and implementing keywords into over 20 website title & meta tags

PROJECT & LEADERSHIP EXPERIENCE

JoinLU *UX Consultant - Ann Arbor, MI*   *September 2023 - Present*
- Devised solutions to over 4 client requests per month, consulting with client to ensure tailored solutions aligned with the needs of engineering, UX, and product teams
- Interviewed over 10 users to develop an affinity map, journey map, user persona, and task analysis diagram to identify data patterns and user pain points to tailor website user experience
- Managed and facilitated 10 usability tests for the JOINLU website, pinpointing and addressing critical user pain points for improved functionality

Bubble! Learn Science *Software Developer- Ann Arbor MI*   *May 2023 - present*
- Prototyped mobile app designed to enrich the learning experience for under-resourced elementary school-aged students, enabling comprehension of more intricate and dense research papers
- Utilized React to code and construct app informed by prototype with team of 3 members, employing component-based architecture to maintain scalable code

Michigan Product Management Club *VP of Branding & Publishing- Ann Arbor MI*   *Nov 2022 - present*
- Coordinated a team of 5 to conceptualize and create club website and graphics to enhance engagement of over 1,000 followers across LinkedIn and Instagram
- Mentored a sub-team of 5 members in redesigning Michigan Product Management website, leading to a 20% increase in number of applicants
- Educated 30 incoming members at weekly meetings, fostering a deeper understanding of product management through activities such as product dissections and the execution of competitive analysis

Michigan Music Pact *Co-Creator- Ann Arbor MI*   *Sept 2021 - Dec 2021*
- Collaborated with team to create and execute the Michigan Music Pact, an online survey that uses an algorithm to connect University of Michigan students to one another based on music taste
- Conceptualized branding for pact, including illustrating logos, website, and marketing materials
- Programmed python algorithm to match over 60 students by leveraging a dataset comprising of 360 individual data points

SKILLS & INTERESTS
- **Design Skills:** Wireframing, Prototyping, Figma, Sketch, Adobe Creative Suite, Canva
- **Research Skills:** Affinity Mapping, Storyboarding, Persona building, Heuristic Analysis, User Testing
- **Programming Languages:** Python, Django, HTML, JavaScript, CSS, SQL, Typescript
- **Personal Interests:** Michigan Club Swimming, Surfing, Skateboarding, Hiking, Reading