

# Cameron McLaughlin

User Experience Research & Design

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## PROJECTS

### App Development: 'Foodē'

- Worked with a team and a student entrepreneur to develop a restaurant feedback app
- Helped to determine product features, created and tested lo-fi prototypes, worked on code for account creation page, conducted user tests, and created marketing video

### Qualitative Analysis: Great Lakes Commission Office File Management System

- Performed interviews, fielded a survey, created an affinity map, and collaborated with IT and project managers to find ways to improve file management system
- Created a protocol for archiving old files in cloud storage to clean up project workspace

### Usability Assessment: IBM Developer Website

- Consulted with IBM to evaluate their Developer site by conducting interviews and surveys to learn about user needs, performing a heuristic evaluation and usability testing to uncover UI issues, and running a preference test to explore possible fixes
- Collaborated with team to recommend that IBM improve discoverability of the Answers forums, add more ways to contact customer support, and improve search filter options

### Qualitative Analysis: Workflow and Collaboration in Online Course Development

- Investigated project workflow in online course development, conducting on-site interviews and analyzing findings with an affinity map; identified problems with documentation practices and communication between teams
- Recommended that project managers discuss norms with their teams for each project and that the office hold events for employees to educate one another about their roles

## EXPERIENCE

### GreenRoute Technology, Ann Arbor, MI

Marketing & UX Intern

JUNE – AUGUST 2021

- Worked closely with CTO to develop email and social media campaigns to reach a select target audience for the pilot launch of a new vehicle routing app
- Identified UI issues and designed new features to improve app usability

### Web Freelance, Ann Arbor, MI

UX/Web Development

NOVEMBER 2020 – PRESENT

- Worked with a client to improve the appearance and usability of a family archival site

### University of Michigan Institute for Social Research, Ann Arbor, MI

Web Development & Administrative Assistant

FEBRUARY – NOVEMBER 2020

- Learned the basics of WordPress and got more practice with HTML and CSS while finding and correcting errors on the Institute's new website

### Great Lakes Commission, Ann Arbor, MI

IT Intern

JUNE – AUGUST 2019

- Investigated office file management system; found that only major problem was clutter from old files, and worked with managers to implement an archiving system
- Cleaned up website's content tagging system and wrote best practices guide for tags

### Kellogg Eye Center, Ann Arbor & Brighton, MI

Medical Assistant Specialist

MARCH 2017 – AUGUST 2018

- Oversaw records management project: inventoried, sorted, and boxed several thousand medical charts for digitization and storage
- Recorded medical examinations and ran various tests on patients

## EDUCATION

### University of Michigan

#### School of Information

Ann Arbor, MI

MAY 2020

Master of Science in Information, specializing in User Experience Design

### University of Michigan

Ann Arbor, MI

DECEMBER 2016

Bachelor of Arts in Anthropology

## SKILLS

Python

HTML & CSS

JavaScript

MySQL

Photoshop

Adobe Premiere

Adobe XD

WordPress

Omeka.net

Database design

Wireframing

UI prototyping

Affinity mapping

Usability testing

Persona creation

Interviewing

Survey creation

Agile/Scrum methodology

## LANGUAGES

English

Mandarin