

Amanda Bassett

Contact

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(248) 312-8030

Skills

UX Research & Design

Prototyping
Storyboarding
Personas
Interviewing
Qualitative Data Analysis

Software

Adobe Creative Suite
Axure
Figma
Google Analytics

Programming

Python
HTML & CSS
Web accessibility

Projects

CareConnect

Designed an app to facilitate social connections among caregivers as part of an individual academic project. Created personas and conducted user testing on paper prototypes to create a polished digital prototype.

Office of Academic Innovation

Presented solutions to client to improve data visualization tool, collaborating with a team of students to conduct in-depth research and prepare final deliverables.

OpenSAP

Conducted research into learning management systems, providing informed recommendations and study deliverables to clients.

Education

University of Michigan School of Information

Ann Arbor, MI | Apr 2020
Master of Science in Information
Specialization in UX Design

- Honors/Awards: UMSI Merit Scholarship Recipient
- Activities: SIMA Treasurer

University of Michigan

Ann Arbor, MI | Apr 2016
Bachelor of Arts in Economics and Psychology

- Honors/Awards: Phi Beta Kappa, Presidential Service Award – Gold Level (250+ service hours within a year), Eight terms University Honors (GPA above 3.5), James B. Angell Scholar (Two consecutive straight-A terms)

Work Experience

UX Intern, PROS

Houston, TX | Jun 2019-Aug 2019

- Brainstormed, sketched, and paper prototyped design solutions for workflow redesign within enterprise software product
- Collaborated with senior designers to create high-fidelity prototype within Axure software
- Conducted 11 interviews and presented results to influence UX conference planning, leading to increased networking opportunities and updated marketing plan
- Tagged site features within Google Analytics to track user interactions

Account Coordinator, Amnet Group

Detroit, MI | Oct 2017-Aug 2018

- Optimized 10+ campaigns for major automotive brand, improving efficiency for some campaigns by more than 50% during flights
- Analyzed campaign data and created visual representations, presenting results to the larger team to inform media buying strategy
- Collaborated with vendors to troubleshoot campaigns, ensuring that all flights delivered in full

Corporate Trainee, Quad/Graphics

Pewaukee, WI | Jul 2016-Jun 2017

- Created final designs using Microsoft Visio to present to clients across a variety of industries
 - Designed product solutions that streamlined costs for customers while meeting business needs
 - Analyzed data as part of long-term project to overhaul existing pricing strategy and improve internal processes
 - Prepared quotes for clients, ensuring that all quotes fell within manufacturing standards
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