

Catherine Grillo

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UX Researcher with two years of qualitative research experience. Passionate advocate for the user and committed to helping businesses develop products using evidence-based, user-centric information.

PROFESSIONAL EXPERIENCE

1Cademy Research Team

Ann Arbor, MI

Documentation Team Leader

January 2021 – May 2022

- Ensured users had resources to navigate the platform by creating documentation on 1Cademy
- Provided structure during onboarding by creating a toolkit with tutorial videos for new interns
- Created consistency in UX for new interns by designing a curriculum for learning to use 1Cademy

UX Research Team Leader

December 2020 – May 2022

- Collaborated with teams across disciplines within an online learning community that supports interdisciplinary research and hierarchical learning through content generation, mapping, and evaluation
- Managed hiring process for all UX Research interns including keeping the Handshake post up to date, reviewing applications, answering questions, and onboarding new interns
- Kept interns engaged in UX process and taught them about UX Research methods and best practices by leading weekly meetings
- Conducted user interviews and found general pain points of users which led to creating a new onboarding process for interns

Clearlink

Salt Lake City, UT

Content Strategy Intern

May 2021 – August 2021

- Managed quality assurance process for migration to new content management system
- Ensured compliance and consistency with UX standards by QAing pages on satelliteinternet.com and making necessary changes
- Improved safewise.com by making on-page optimizations to ensure alignment with new template and best UX practices
- Closed information gaps in uploading and style guides by providing feedback to the content strategy team
- Supported cabletv.com project by uploading new pages in WordPress, utilizing Mouseflow to track user behavior, and pulling data from google analytics to analyze user behavior

Keck Media Company

Red Bank, NJ

Digital Media & Marketing Intern

June 2020 – August 2020

- Reviewed, verified, and updated client records in CRM system in preparation for marketing initiative
- Improved customer experience of company website through designing, editing, and publishing blog posts on WordPress
- Maintained data in Excel spreadsheets and provided reports to management

EDUCATION

University of Michigan, School of Information

Ann Arbor, MI

BS Information Science | User Experience Research

May 2022

Magna Cum Laude | GPA: 3.94 | University Honors 2019-2021 | James B. Angell Scholar 2021-2022

OTHER EXPERIENCE

Michigan Sports Analytics Society (MSAS)

September 2020 – May 2021

- Use statistics to conduct analysis within the sports industry for personnel decisions and devising winning strategies used in real life scenarios
- Design and manage a project that will utilize sports statistics to identify trends and predict outcomes

Michigan Muscle Club

September 2019 – May 2021

- Participate in weekly seminars about fitness and nutrition, and weekly workout challenges

SKILLS & CERTIFICATIONS

- Proficient in Python, HTML5, CSS3, JavaScript, WordPress, Elementor, Qualtrics, and Google Analytics
- Qualitative research, user interviews, user flows, affinity diagramming, survey design
- Experienced in Microsoft Office
- Certified in Responsive Web Design