**Collin Computational**

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**EDUCATION**

**Georgia Institute of Technology,** Atlanta, GA May 2022

*Bachelor of Science in Computational Media, Concentration: Interaction Design*

**Cumulative GPA:** 3.4/4.0

**TECHNICAL SKILLS**

* **Software:** Macromedia Flash, Dreamweaver, Fireworks; Adobe InDesign, Photoshop, ImageReady, Illustrator, Premiere, After Effects; Microsoft Office Suite (including Access); Apple Final Cut Pro, Quicktime Pro; Digidesign Pro Tools
* **Analytics:** Google Analytics and Hootsuite
* **Programming Languages:** HTML; SQL; CSS; ActionScript; JavaScript; Director Lingo; VBA

**MULTIMEDIA EXPERIENCE**

*User Experience Research Intern,* **Cisco**, Seattle WA August 2020 – Present

* Produced and shipped 3 UX research projects that were integrated into the platform (user intent, video placement, prototype testing)
* Lead researcher for a project featured on the mobile/web homepage used to drive a 5% increase in a brand lift for Cisco Experiences.
* Recruited and screened participants using SQL for user interviews, card sorting, survey development, and usability testing

*Digital Experience Intern,* **Norfolk Southern**, Remote August 2021 – Present

* Recommend project priorities and enhancements for SuccessFactors platform based on feedback and stakeholder needs
* Execute strategy to package data-driven insights for consultative use by internal Human Resources and external department stakeholders
* Provided virtual support for ongoing workspace-enhancement projects to corporate and field employees
* Design and prototyping (e.g. SAP Build, Adobe Creative Suite, Photoshop, Sketch and/or Axure)

*Production Assistant Intern*, **Global Digital Media Production**, Atlanta, GA May 2019 – August 2019

* Assisted in the editing and post-production of video and media projects using Final Cut Pro
* Organized travel schedules, meetings, and routes for 10 production team members
* Prepared and distributed briefing notes and scripts for production team daily
* Learned how to be adaptable and responsive to change in a fast-paced environment

**PROJECT EXPERIENCE**

*Principles of Interaction Design*, **Buzzy Buzz Bot Campaign Project**, Atlanta, GA May 2020 – August 2020

* Created a uniquely targeted social media plan to be executed primarily through Facebook and Twitter
* Increased brand awareness by 300 likes on Facebook and 100 followers on Twitter within 2 months of campaign
* Evaluated Google Analytics, expanding marketing strategy to include Pinterest; increased website traffic by 32%
* Designed promotional material using InDesign and Illustrator software

**CAMPUS AND COMMUNITY INVOLVMENT**

Member, **Animation Club**, Atlanta, GA May 2018 – August 2018

Volunteer, **YMCA,** Atlanta, GA May 2018 – August 2018