Cecily Craighead

UX Designer

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Experience

UX Design Intern
05.22 – 08.22 | NY

IBM – CIO Office

- Collaborated with team of varied designers to build website that introduces a new, complex domain to a global organization with 12,000+ employees
- Designed an accessible, optimal user experience within the constraints of the IBM website-building software
- Led multiple user research initiatives with 160+ users, which informed final design decisions when navigating conflicting stakeholder feedback
- Pro-actively led design for department-wide intern website using IBM design system alongside project work, distributed to 3,000+ employees

UI/UX Designer
03.22 – 06.22 | NH

NCI iPath | Digital Applied Learning and Innovation Lab

- Designed mobile platform that connects senior cancer patients with depression to evidence-based treatment options in rural areas
- Ensured accessibility for less technologically literate users by conducting usability testing and refining prototypes based on user feedback

Service Designer
09.21 – 06.22 | NH

International Studies Program | Dartmouth Dickey Center

- Redesigned the Dickey Center International Studies (INTS) program to capture student interest and achieve program success
- Conducted user research with 45+ students and stakeholders; developed and tested prototypes of redesigned INTS programs
- Communicated key findings to clients, which resulted in their revamped INTS minor program design that increased student enrollment

UI/UX Designer
09.21 – 12.21 | NH

FunAbilities | Digital Applied Learning and Innovation Lab

- Created end-to-end user flows and high-fidelity, interactive prototypes in Figma for mobile app that supports individuals with accessibility needs
- Collaborated with developers to ensure a seamless user experience
- Designed and executed A/B testing to inform and develop a review form feature that performed 33 percent better on usability metrics

UI/UX Designer
06.21 – 08.21 | NH

Center for Technology and Behavioral Health at Dartmouth

- Designed a mobile application for women with substance abuse histories to prepare for motherhood and mandatory Plan of Safe Care paperwork
- Iterated MVP elements and a visual design system in ten-week sprint
- Executed user testing and implemented user feedback to improve usability test scores from 66 percent (1st iteration) to 100 percent (3rd iteration)

Market Research and Brand Strategy Intern
12.19 – 03.20 | NY

Lubin Lawrence Inc.

- Designed and executed qualitative research – user interviews, surveys, and focus groups – to generate insights about target customer base
- Analyzed research output and contributed directly to the identification of themes and the development of strategic recommendations for clients

Education

Dartmouth College

09.18 – 12.22 | NH

BA in Anthropology and Human-Centered Design

GPA 3.9

Relevant Coursework

Design Thinking
UI/UX Design
Ethnographic Methods
Social Psychology
Principles of Marketing
Capstone Design Project

Leadership

Founder & President
Consult Your Community
Dartmouth Chapter

Design Mentor
Dartmouth Design
Collective

President
Club Field Hockey

Skills

UX Research
User Interviews
Survey Design
Competitive Analysis
Usability + A/B Testing

UX Design
Design Thinking
User Flowcharts
Information Architecture
Wireframing
Rapid Prototyping
User Interface Design
Accessible Design
Agile Framework

Tools

Figma, Sketch
Adobe CC: Photoshop
MS Office
UserTesting.com
Github, Trello, Jira