


# Cecily Craighead

## Product Designer

www.cecilycraighead.com 

cecilycraighead@gmail.com 

203 249 9655 

## 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 and design system
- 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

### Lead Product Designer

03.22 – PRESENT | NH

*NCI iPath | DALI Lab*

- Led research, end-to-end design, and product feature prioritization for a mobile platform connecting cancer patients with depression to treatments
- Advocated for the customer by championing design enhancements grounded in user research insights during stakeholder co-design sessions

### Experience 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
- Presented key findings to stakeholders, which resulted in changes to the INTS minor design that scored 44.3% better in student surveys

### Product Designer

09.21 – 12.21 | NH

*FunAbilities | DALI Lab*

- Created end-to-end user flows and high-fidelity, interactive prototypes in Figma for mobile app that supports individuals with accessibility needs
- Crafted simple, compelling visualizations that allow users to quickly and easily understand complex data
- Designed and led A/B testing, drawing upon findings to develop a review form feature that performed 33 percent better on usability metrics

### UX/UI 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 3.91

### Relevant Coursework

Design Thinking

UI/UX Design

Ethnographic Methods

Social Psychology

Engineering/Product Design

Capstone Design Project

## Leadership

### Design Mentor

Dartmouth DALI Lab & Design Collective Club

### Founder & President

Consult Your Community  
Dartmouth Chapter

### 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

Interaction Design

Accessible Design

Agile Framework

## Tools

Figma

Adobe CC: Photoshop

MS Office

UserTesting.com

Github, Trello, Jira