AVERI COLLEN

USER EXPERIENCE RESEARCHER & DESIGNER

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EXPERIENCE

DLR GROUP // UX RESEARCH & DESIGN INTERN
DALLAS, TX · MAY 2021 - PRESENT

- Worked in-house as a UX researcher and designer to build and maintain a corporate website for a global architecture and integrated design firm
- Conducted and analyzed user testing on the firm's website to better inform decisions that would positively affect future design changes
- Facilitated site-wide building standards and optimization for website performance

FLASH PHOTOGRAPHY // PHOTOGRAPHER
DALLAS, TX · JAN. 2020 - AUG. 2021

- Photographed events, parties, and graduations at universities and high schools around the DFW metroplex
- Edited and organized over 800 photos per event in Adobe Lightroom for overnight turnaround and sale to attendees

DAVE STOCK PHOTOGRAPHY // PHOTO ASSISTANT
LEWISVILLE, TX · MAR. 2014 - AUG. 2020

- Assisted photographers with high-volume sports portraits for student-athletes and teams in the DFW metroplex
- Communicated with teams and athletes, set up professional photography equipment, and organized image records prior to delivery to clients

ACHIEVEMENTS

BIG D DESIGN // STUDENT COORDINATOR & VOLUNTEER
DALLAS, TX · SEP. 2019

Arranged volunteer positions for members of UNT's UX design student organization at Big D Design conference and provided social media updates for select speakers

UNT UX STUDENT ASSOCIATION // OUTREACH COORDINATOR
DENTON, TX · AUG. - DEC. 2019

Coordinated presentations by UX professionals for design students at UNT

EDUCATION

UNIVERSITY OF NORTH TEXAS
DENTON, TX · AUG. 2018 - MAY 2022

BFA in Communication Design: User Experience Design
Minor in Art History

REFERENCES

References upon request

SKILLS & METHODS

RESEARCH
Competitive analysis
Heuristic evaluations
Journey mapping
Qualitative research & analysis
- Contextual inquiries
- Diary studies
- Field observations
- Interviews
Quantitative research & analysis
- Cohort analysis
- Funnel analysis
- Performance metrics
Surveys
Usability testing
UX writing

DESIGN
Design thinking
Information architecture
Low to high-fidelity prototyping
Wireframing

IMPLEMENTATION
SEO optimization
Content migration
Standardized system building

TOOLS

Figma
Adobe XD
UserTesting.com
Optimal Workshop
WordPress
Google Analytics
Adobe InDesign
Adobe Photoshop
Microsoft Office Suite