Joselyn

McDonald

User Experience Designer and Researcher

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| Summary**ㅡ**Skills **ㅡ**Education**ㅡ**Experience | Qualitative researcher with a background in design and media, who is passionate about understanding people and their relationships to technology. horizontal line* Qualitative Research Methods. *Expertise in Interviews, Intercepts, Diary Studies, Participatory Design, and Content Analysis Methods.*
* High Fidelity and Rapid Prototype Development
* Filmmaking & Film Editing. *Aids in creation of high-impact UX research deliverables.*
* Adobe Creative Suite
* Web-Design and Development

horizontal lineCarnegie Mellon University / MS Human Computer Interaction - School of Computer Science AUGUST 2015 - MAY 2018, PITTSBURGH, PAUser Experience Design-Research: Playful and Humorous Interaction Design Strategies*Randy Pausch Fellowship Recipient* Parsons The New School for Design / MFA Design and Technology AUGUST 2013 - MAY 2015, NEW YORK, NYUser Experience Design-Research: Playful Interaction Design Strategies, Teens & Youth *Graduated with High Honors**Wolfson Presidential Scholar - Full Merit Scholarship*University of North Carolina - Wilmington / BA Film Studies AUGUST 2007 - MAY 2010, WILMINGTON, NC *with High Honors, Award-Winning Thesis Film* ***horizontal line***Facebook Inc. / User Experience Research Intern JUNE 2018 – PRESENT, MENLO PARK, CALeading the management, execution, and analysis of three high-impact studies Rapidly produced deliverables that defined new terminology and understandings related to user experience with Facebook Events and Stories products Carnegie Mellon University, E-Heart Lab / User Experience Design Researcher JUNE 2015 - MAY 2018, MENLO PARK, CA* Led the conceptualization, execution, and analysis of rolling research using interview, participatory design, and design workshop methods
* Established design strategies to support humorous, playful, and delightful interactions with digital and physical technologies
* Published findings on Medium.com that have impacted product decisions at Facebook, Inc.
* Hired, trained, and managed graduate students in the execution of user experience methods to support coordinated research program

**Blink Blink /** Co-founder, Chief Technology OfficerAUGUST 2013 - OCTOBER 2015, NEW YORK, NY * Spearheaded creation of startup resulting in funding and comprehensive media coverage, including Forbes.com

Conceptualized and designed technology-based products and website to support teens in the exploration of science concepts through playLed the management, execution, and analysis of rolling research on user experience**Dartmouth College, Digital Arts Leadership & Innovation Lab/** Software Product ManagerJANUARY  2013 - AUGUST 2013,  HANOVER, NH* Conceptualized and led initiative to develop mentorship website
* Oversaw team of engineers and designers
* Executed website creation in rapid timeframe
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