



Andrew Wolf
UX Researcher and Engineer
📍 Greater New York City Area

(914) 602 - 9278 📞
andrewwolfux@gmail.com ✉️
wolfandrew.com 📁

Professional Experiences

University of Connecticut, Storrs CT Usability Analyst

Jan 2017-Present

Lead usability tests on Omeka Everywhere, a multi-touch table and mobile software for museums and archives. It is a collaboration between Roy Rosenzweig Center for History and New Media, Ideum, and UConn's Digital Media and Design Department, made possible by a three year grant from the Institute of Museum and Library Services. UConn awarded me for my research through the SHARE Awards.

Skills: Usability Testing, Surveys, Analytics, Interviewing, Unmoderated and Moderated Studies, Recruiting, Presenting, Writing, Heuristic Review, Iterative Design, Note-Taking, Basecamp

- Crafted test plan after analyzing previous test data and formulating research objectives
- Collaborated with product designers and other team members through project management tools
- Recruited participants, designed pre-surveys, and organized test sessions
- Conducted moderated usability tests on a mobile application, utilizing Lookback software to record the user's phone screen and qualitative facial reactions
- Discovered critical errors and near misses on touch table and mobile app pairing process that improved the quality and consistency of solutions output
- Translated research findings into graphs and actionable insights that guided the iteration of the software
- Publishing White Paper that effectively communicates research process and significance of the data

Greenhouse Studios, Storrs CT Undergraduate Researcher

Aug 2017-Present

Skills: Design Thinking, Photoshop, After Effects, CSS, HTML, Wordpress, Premiere, Digital Scholarship, Social Media Marketing, Photography, Video, Blogging, Writing, Communication, Mailchimp

- Facilitated and participated in design thinking workshops that fostered innovation and teamwork
- Collaborated with team members on daily activities and projects, providing a UX perspective to problem solving
- Identified opportunities to promote the institution and created supporting multimedia, email campaigns
- Produced engagement and publicity by developing a social media & marketing strategy
- Customized and updated Wordpress website after identifying its objectives
- Wrote and organized multiple blog posts to communicate the institution's endeavors

1on1 talks, Playa Vista CA Assistant Creative Director

Feb 2017 - Dec 2017

Skills: User Research, Interviewing, HTML, CSS, Javascript, Photoshop, Powerpoint, Keynote, Competitive Analysis, Writing, Information Architecture

- Conducted research to empathize with potential clients and created pitch decks which influenced multiple leads
- Designed and coded web pitches & a splash page for investors, generating revenue
- Formulated competitive analyses to find market value and shape the product
- Performed daily operational task and created an online presence to accelerate momentum of startup

- Interviewed and recruited interns after composing job application and dispersing it online

**The8App, New York NY
Intern**

May 2017 – Aug 2017

Skills: Sketch, UX/UI Design, Photoshop, Recruiting, MySQL, Analytics, Communication, User Personas, Systems Engineering, Email Campaigns, User Research

- Implemented efficient workflow system that doubled that number of ads sent out to users
- Calculated analytical data on service performance, campaigns, and users which influenced company strategy
- Identified user personas for many large brands and recruited influencers who matched them
- Responded to customer service request and organized active users through MySQL commands
- Collaborated with Senior UX/UI designer on wireframes and mockups for mobile application
- Created graphic design assets for brand campaigns, emails, and social media
- Prepared and designed deck pitches that influenced multiple partnerships

**-ATION Student Agency, Storrs CT
Project Manager and Digital Creative**

Jan 2016 - Dec 2016

Skills: Axure, Slack, Ethnographic Research, Interviews, User Personas, Task Analysis, Information Architecture, Design Thinking, Prototyping, Photoshop, Illustrator, Wordpress, PHP, Github, HTML, CSS, Javascript, Docker

- Coordinated a team of digital creatives and successfully met deliverable deadlines
- Performed field research and interviews to identify the client's and users' problem
- Produced user personas and identified user needs for the website
- Conducted a task analysis to determine the information architecture and sitemap
- Guided team members through design thinking sessions to ideate website layout
- Created wireframes and mockups while iterating the designs based on feedback
- Developed wordpress child theme and jointly coded it through Github and Docker

Education

University of Connecticut, Storrs CT
Bachelor of Fine Arts, Digital Media and Design
Concentration Web Development/Interaction Design

anticipated May, 2018

3.80 GPA

Honors

UConn Fall Frontiers Presenter (Oct 2017)
Digital Media and Design Victor Borge Scholarship (April 2017)
School of Fine Arts Dean's List (Spring 2016, Spring 2017)
SHARE Award (Nov 2016)
School of Fine Arts Talent Scholarship (April 2016)

Activities

UConn Club Swim Team, Sigma Phi Epsilon Member, Husky Ambassadors, Pack Leaders of CT Volunteer, UCTV, Huskython Fundraiser and Participant