

# Megan Gleason

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## EDUCATION

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**Michigan State University, College of Arts and Letters**, East Lansing, MI

*Bachelor of Arts, Experience Architecture (UX Design)*

*Minor in Graphic Design*

Cumulative GPA: 3.98/4.00

Dec 2024

## EXPERIENCE

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**State of Michigan - DTMB**, Lansing, MI

May 2023 – Present

Student Design Assistant

- Managed multiple concurrent projects by tracking progress and providing timely status updates, resulting in timely project delivery and improved team alignment
- Collaborated with a team of 3 to develop 18 Human Centered Design (HCD) training programs to educate State of Michigan employees about user experience design philosophies and methods
- Coordinated with other departments within the State of Michigan to schedule and deliver training webinars on HCD methodologies
- Produced design and research materials for the department including a logo, annual reports, handouts, posters, and heuristic evaluations, improving brand consistency and project development
- Ensured materials were ADA compliant to increase accessibility across services and platforms
- Conducted UX research on projects for various departments through user interviews, personas, and affinity diagrams using Miro which provided key insights for informed design decisions
- Collaborated with multiple vendors for the State of Michigan to ensure deliverables were met for HCD projects improving project efficiency and vendor alignment

**MSU Media & Information**, East Lansing, MI

Sept 2022 – Present

Student Research Assistant *for Human-Centered Infrastructure Design and the Future of Rural Digital Connectivity*

- Designed and distributed a board game to seven user groups to identify internet access experiences in rural communities
- Notated 5 research workshops, capturing detailed participant insights to enhance data accuracy and support in-depth analysis
- Analyzed qualitative data to identify 7 key themes and 5 impactful quotes through an affinity diagram on Miro to guide project conclusions
- Administered design probes to 3 rural communities using curated designs to better understand the thoughts and feelings regarding internet infrastructure in a creative way
- Translated 20 hours of interview recordings from rural internet users in Otter.ai that streamlined research analysis
- Presented research at the Michigan Broadband Summit Conference through an interactive workshop, engaging 30 participants and promoting discussions on rural internet access issues
- Managed project tasks and goals in Microsoft Excel to maintain timelines to ensure project milestones were met efficiently

**Youth Against Cancer/American Cancer Society**, Rochester, MI

Jun 2018 – Present

President

- Constructed and maintained a website and Facebook page to connect volunteers with leadership facilitating smooth coordination and enhancing volunteer engagement for painting rocks for cancer patients
- Conceptualized an intuitive navigation structure for the Youth Against Cancer website using user flow diagrams improving accessibility and user satisfaction based on feedback
- Assisted in planning and organizing seven Making Strides Against Breast Cancer walks in Oakland and Macomb Counties from 2018-2024, ensuring seamless event execution and community engagement
- Utilized project management techniques to organize and lead over 500 youth from over 15 high schools for fundraising events, rock making, and delivery of supplies to ensure all items were delivered on-time to the walk events

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**VIM UX Team**, East Lansing, MI  
UX Director

Sept 2021 – Present

- Managed a team of 7 to build and maintain a student-run fashion, beauty, and lifestyle magazine website, driving timely updates and content optimization for a cohesive brand presence
- Designed and launched a new website for the organization by creating mock-ups and building an optimized, user-friendly webpage that enhanced the organization's online presence
- Coordinated with VIM divisions to deliver updates and align organizational goals ensuring brand cohesion and successful project execution
- Led a design thinking research initiative using personas, user interviews, affinity diagrams, and wireframes to identify and enhance the user experience for the website
- Applied project management tools to assign resources and track task completion for website activities, ensuring efficient workflow and timely delivery
- Identified project risks with VIM directors and team members to identify strategies to mitigate or eliminate potential issues

**MSU College of Arts & Letters**, East Lansing, MI  
Student Info Tech Assistant

Jan 2024 – Aug 2024

- Developed HTML and CSS code to display AR components and artwork information across all devices, enhancing accessibility for the Broad Art Museum through NFC card integration
- Conducted research on NFC cards by testing user interest in QR codes and NFC tap interactions, gathering insights to improve user experience and engagement
- Forecasted project costs and provided budget reports to leadership, ensuring budget alignment and efficient resource allocation
- Documented research findings and progress reports to keep leadership and employees informed, fostering transparent and open communication
- Communicated with clients to share updates, coordinate meetings, and gather insights, driving the development of the product

**MSU LiLaC Department**, East Lansing, MI  
Student Web and Social Media Intern

Jan 2021 – Dec 2022

- Created and optimized website pages following key design principles, achieving a 110% increase in user engagement
- Managed department social media accounts by posting and retweeting related information resulting in increased engagement from the previous semester
- Conducted office hours to assist professors and staff with page updates and issue resolution ensuring an accessible website

## SKILLS

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- **Design:** UI Design, UX Design, ADA Standards, Design Systems, Design Principles, Design Thinking
- **Research:** User Research, Affinity Mapping, Heuristic Evaluation, User Interviews, Data Analysis
- **Development:** HTML, CSS, JavaScript
- **Tools:** Adobe Suite, Figma, Miro, WordPress, Microsoft Suite, UserTesting
- **Technologies:** Broadband technologies, computer networking, broadband policies
- **Project Management:** Planning, Execution, Monitor, Control, Communication, Matrix Organizations
- **Certifications:** ESLPI, ADA, User Research, Project Management Certificate
- **Awards:** XA Award of Distinction, Most Positive Girls Soccer Athlete 2020