

JASMINE HENTSCHEL

616-745-6523

jashent.com

EDUCATION

University of Michigan

M.S. Information 2015

Focus in Information Design for Social Impact

B.A. Linguistics 2011

Certificate in Second Language Learning and Teaching

EXPERIENCE

THRIVE

User Experience Designer 2016 to Present

Design connected digital and physical experiences and products. Lead multi-site ethnographic research projects. Conduct co-creation workshops with clients and consumers.

Design Researcher 2016

Conducted rapid ethnographies. Distilled data into strategic insights and innovation frameworks.

Cambridge Michigan Language Assessments

Freelance Writer and Reviewer 2013 to 2016

Wrote, reviewed, and edited content for global language exams. Created social media content.

Research Technician 2011 to 2013

Collected and analyzed exam data from international institutions. Coordinated and trained team of 30+ global freelancers. Configured content management systems.

Field UX

Research Analyst 2016

Analyzed qualitative data to inform UX strategy of app for dementia patients.

University of Michigan Office of Academic Innovation

User Experience Design Fellow 2015

Researched and designed 3 web apps in use by 30,000+ students, faculty, and staff.

Digital Green

School of Information Global Information Engagement Program Fellow 2014

Conducted user research in India. Designed platform for managing training of 10,000+ farmers and developed content dissemination strategy.

SERVICE

Interaction Design Association, Atlanta Chapter

Social Media Lead 2016 to Present

Technology and Design for Empowerment Lab, Georgia Tech

Designer and Qualitative Researcher 2015 to Present

TOOLS

Keynote

Illustrator

Photoshop

InDesign

Sketch

InVision

Framer

Axure

Principle

Drupal

WordPress

HTML / CSS

METHODS

Wireframes

Flow Diagrams

Rapid Prototypes

Co-Creation Workshops

Personas & Scenarios

User Stories

Comparative Analysis

Affinity Diagramming

Journey Maps

Usability Tests

Ethnographic Interviews

Contextual Inquiry

Focus Groups

Cultural Probes

Survey Design

Heuristic Analysis

LANGUAGES

Spanish

Hindi

Punjabi

Portuguese