

JASMINE HENTSCHEL

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EDUCATION

University of Michigan

M.S. Information 2015

Focus in Information Design for Social Impact

B.A. Linguistics, Honors 2011

Certificate in Second Language Learning and Teaching

EXPERIENCE

THRIVE

User Experience Designer Apr 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. Author project proposals. Develop new business.

Cambridge Michigan Language Assessments

Freelance Writer and Reviewer Jun 2013 to Jul 2016

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

Research Technician Aug 2011 to May 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 Feb to Apr 2016

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

University of Michigan Office of Academic Innovation

User Experience Design Fellow Apr to Aug 2015

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

Digital Green

Global Information Engagement Program Fellow Dec 2013 to Aug 2014

Conducted user research in India. Designed web-based platform for managing training of 10,000+ farmers. Developed content dissemination strategy.

SERVICE

Interaction Design Association, Atlanta Chapter

Event Coordinator Feb 2016 to Present

Technology and Design for Empowerment Lab, Georgia Tech

Designer and Qualitative Researcher Sep 2015 to Present

TOOLS

Illustrator

Photoshop

InDesign

Sketch

InVision

Principle

Framer

Axure

Drupal

WordPress

Keynote

HTML / CSS

SKILLS

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