



# Michaela Tangeman | UX Researcher and Service Designer

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## Education

- MA in Design Thinking and Human-Computer Interaction | Ball State University
- BA in Advertising, Minors in Marketing and Graphic Design | Ball State University | Summa Cum Laude
- International Semester | Keele University, United Kingdom

## Career Experience

### **CX Specialist, Cummins Inc.** | Columbus, Indiana; June 2022-present

- Leads human-centered design (HCD) and User Experience (UX) efforts to improve customer experiences with Cummins products
- Facilitates workshops to reframe problems and uncover insights to improve UX processes within the organization's agile environment
- Communicates with product managers and software engineers to translate project requirements and business objectives into UI designs

### **Design Researcher and Strategist, Small Town Big Art** | Maui, Hawaii; August 2021-April 2022

- Conducted empathy research through interviews and analyzed data to define the problem space and establish project must-haves
- Facilitated HCD sessions with locals to ideate potential solutions, and developed testing protocols to test ideas and prototypes
- Assisted in content collection, presentation design, prototype creation, and usability testing

### **Human-Centered Design Intern, Cummins Inc.** | Columbus, Indiana; May-August 2021

- Co-led a three month HCD project to define and drive action for a proactive approach for answering customer sustainability requests
- Planned, facilitated and assisted with remote and in-person human-centered design workshops to guide internal and external teams to user-centered solutions, despite complex, ambiguous and technical problem spaces
- Presented prototypes to Fortune 500 executive leaders and customers to gain feedback on concepts
- Assisted in planning new UX strategic initiatives to gain feedback on early-stage Cummins products

### **Emerging Media Design and Development Graduate Assistant, Ball State University** | Muncie, Indiana; August 2020- May 2022

- Completed UX/UI designs and content strategy to enhance comprehension and learning capabilities for a Ball State Lifetime Learning course
- Used HCD methodologies to guide the strategy and development of social emotional learning training material for K-12 teachers
- Instructed an undergraduate graphic design course, generated lectures, lesson plans and assignments to support students in learning
- Constructed communication strategies, graphics, and animations for program recruitment and Ball State's Lifetime Learning initiative

### **Marketing Specialist, Leap Managed I.T.** | Muncie, Indiana; May 2019- May 2021

- Produced wireframes and prototypes to collaborate with developers to improve the company website
- Created and managed marketing strategies and collateral to drive engagement, increase awareness and generate leads
- Conducted usability testing and strategized ways to improve internal and external digital processes

### **Senior Designer, The McKinley Avenue Agency** | Ball State University, Muncie, Indiana; May 2018- May 2020

- Developed a variety of digital and print designs for local clients and adapted designs based on feedback
- Managed deadlines while guiding and coaching designers in developing compelling designs
- Collaborated with account, PR and sales teams to create projects that met client goals

## Skills, Awards and Activities

**Skills and Specialties** - Human-Centered Design Facilitation, UX/UI Design, Figma, Mural, Information Architecture, Wireframing, Prototyping, User testing, Visual Design, Adobe XD, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Data Visualization, Problem Solving, Qualitative and Quantitative Research, Qualtrics

**Awards and Certifications** - Alpha Delta Sigma; 2020 District 6 NSAC 3rd Place; 2020 Pacemaker Awards 1st Place; 2019 Silver Student Addy; 2018 District 6 NSAC 1st Place; Certifications in Adobe Illustrator and Adobe InDesign

**Volunteer Work** - Cummins Digital Organization Right Environment Group, 2022-present; Ball State American Advertising Federation Creative Director, 2019-2020; Moov Media, 2017-2018; Habitat for Humanity, 2019; Muncie Boys and Girls Club, 2016

**Activities** - Freelance Visual Design, 2018-present; Ball State AAF, 2017-2020; Women in Tech, 2019-2020; Alpha Lambda Delta, 2017-2020