

# whitney aaronson

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whitneyaaronson.com

## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA | May 2014  
BHC: Human-Computer Interaction  
BS: Psychology  
Minor: Biomedical Engineering  
GPA: 3.6/4.0

## SKILLS

### OPERATING SYSTEMS

Windows  
MacOS

### SOFTWARE

Balsamiq  
InDesign, Illustrator, Photoshop  
Invision  
HTML/CSS/JavaScript  
Keynote  
Microsoft Office  
Omnigraffle  
Python  
SPSS  
Matlab  
Solidworks

### LANGUAGE

Conversant in Spanish and Hebrew

### USER EXPERIENCE

A/B Testing  
Affinity Diagramming  
Competitive Analysis  
Card Sorting  
Design Research  
Heuristic Evaluation  
Log Analysis  
Model Consolidation  
Participant Recruiting  
Prototyping  
Storytelling  
Storyboarding  
Surveys  
Test Plan Creation  
Think-Aloud Protocol  
Videosketching  
Visioning  
Wireframing

## HONORS & AWARDS

### DIETRICH COLLEGE DEAN'S LIST WITH HONORS

With High Honors | Fall 2011, Spring 2012, Spring 2014  
Semester GPA of 3.75 or above  
With Honors | Spring 2013  
Semester GPA of 3.5 or above.

### PSI CHI HONOR SOCIETY

Fall 2013  
Selected for obtaining the highest standards in academic excellence and showing an interest in the scientific advancement of psychology as a field of scholarly inquiry.

### ORDER OF OMEGA

Fall 2012  
Honor Society for the top 3% of the Greek Community for high standards in scholarship and leadership.

### SWE NATIONAL CONFERENCE ATTENDEE

Fall 2011, 2012  
Selected to represent Carnegie Mellon at Society of Women Engineers Annual National Conference.

### CARNEGIE SCHOLARSHIP

Fall 2010  
\$16,501/year scholarship throughout the pursuit of a 4-year degree at Carnegie Mellon University.

## WORK EXPERIENCE

### PENGUIN RANDOM HOUSE | PRODUCT ASSOCIATE: CHILDREN'S DIGITAL

New York, NY, June 2015–Present  
Conceptualize and develop digital products for Random House Children's Books.  
Lead UX redesign, updates, and optimization for mobile on web projects to improve site engagement.  
Develop and moderate User Testing protocol and reporting for a Sci-Fi / Fantasy based website.  
Provide preliminary UX recommendations and early wireframes to enhance products.

### GENERAL ASSEMBLY | EXPERT IN RESIDENCE: USER EXPERIENCE DESIGN

Brooklyn, NY, April 2015–July 2015  
Hosted UX office hours to provide feedback to students in UX Design 12-week night course.  
Facilitated discussions, in-class workshops, and projects and was the primary UX research resource.  
Provided mentorship and guidance to students in-class and online throughout the course.

### MAKERBOT INDUSTRIES | USER EXPERIENCE DESIGNER

Brooklyn, NY, November 2014–April 2015  
Created wireframes to improve the overall user experience and conversions on the e-commerce site.  
Integrated financing into the checkout flow to provide additional purchasing options for consumers.  
QA new features and pages on the website to ensure the development matches the final wireframes.  
Designed pages for new products and site features while maintaining a cohesive brand experience.

### CARNEGIE MELLON UNIVERSITY | HCI METHODS TEACHING ASSISTANT

Pittsburgh, PA, January 2014–May 2014  
Assisted students with in-class activities practicing human-computer interaction research methods.  
Graded students work and provide feedback to help students improve on future assignments.

### NIKE | GLOBAL DIGITAL BRAND PLATFORM INTERN

Beaverton, OR, June 2013–August 2013  
Rapidly edited wireframes for new feature on Nike.com to enhance user experience.  
Performed competitive analysis against competing brands regarding consumer brand experience.  
Proposed digital space for Young Athletes division of Nike.

### MTV NETWORKS | USER EXPERIENCE RESEARCH INTERN

San Francisco, CA, June 2012–August 2012  
Researched and performed feature analysis for online and mobile gaming.  
Conducted, planned, and moderated user testing and focus groups for Nickelodeon Games Group.

## ACTIVITIES & LEADERSHIP

### BHCI STUDENT ADVISORY COMMITTEE | FALL 2012–SPRING 2014

Student Advisory Committee Member, Fall 2012–Spring 2014  
Work to improve the curriculum and host information sessions for students interested in applying to the undergraduate human-computer interaction program.

### DELTA DELTA DELTA | FALL 2010–SPRING 2014

Head Mechanic, Fall 2011–Spring 2012  
Led a team of mechanics to build and maintain a unique high-performance racing vehicle.

### Rho Sigma (Recruitment Sister), Spring 2012–Fall 2012

Selected as one of 40 women to represent CMU sororities as an ambassador, counselor, and recruiter.

### Sponsor Chair, Winter 2011–Winter 2012

Planned events to integrate new members into the chapter.  
Matched new members with mentors who assist new members adjust to college and fraternity life.

### Booth Head, Spring 2012, 2013

Led chapter in building a two-story carnival booth and directed framing construction.