

Brooke Hawkins

UX/UI Designer. Researcher. Advocate.

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QUALIFICATIONS User Experience/Interface Designer with 2+ years experience designing voice and visual interfaces for healthcare companies, nonprofits, and universities.

EDUCATION **B.A. Digital and Technical Writing**
Michigan State University 2013
Relevant coursework: web content management, content strategy, web design, web development, digital branding, social media management, user experience research and design

HIGHLIGHTS

Voice User Interface Designer *Nov. 2014 – present*
Emmi
Script and write sensitive health conversations to direct patients to resources via phone
Build documentation and user flows to communicate workflow to voice interface developer
Coach voice talent to read through script in sensitive tone appropriate for users
Conduct user research and analyze results of calls to improve future call design
Interview clients to build solutions that improve patient experience and population health

Writer and Content Strategist *May 2013 – present*
Freelance
Writer and content strategist on freelance basis for small businesses, nonprofits, and startups

Technology Consultant *Aug. 2013 – Aug. 2014*
HandsOn Tech Chicago, AmeriCorps VISTA
Coordinate with local Chicago Google staff to plan nonprofit monthly trainings and events
Plan topics and organize 40 trainings for nonprofits on UX, Social Media, and free technology
Manage social media and web presence for the HandsOn Tech Chicago team

Educational Technology Assistant *Jan. 2013 – Aug. 2013*
MSU College of Arts and Letters
Consulted students and faculty in incorporating digital tools and lessons in classrooms
Hosted workshops for faculty and staff on classroom technology topics

Lab Supervisor *Oct. 2010 – May 2012*
MSU Institute of Public Policy & Social Research
Managed over 80 employees conducting telephone surveys
Analyzed quality of collected interview data and led regular staff trainings
Surveyed thousands of households on national health and public policy studies

SKILLS	UX & Design Information architecture User research/testing Wireframing Prototyping Site Maps User Stories	Content Management Strategy Development Grant Writing SEO Strategy Technical Writing Content Inventory AP/Chicago/MLA	Communications Social Media Event Planning Email Marketing Competitive Analysis Volunteer Recruitment Video Editing
TECHNICAL	Photoshop Illustrator InDesign InVision	Google Analytics Google AdWords Google for Nonprofits Drupal	WordPress HTML CSS jQuery