



Angelina M. Cole

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career

Present

Fuzzy Math
*User Experience Designer,
User Experience Intern*

Applied design thinking and research methodology to craft design principles, taxonomies, navigation, sketches which culminated in new wireframes and design for paid and pro-bono clients.

July 2014

DESIGNATION Labs
User Experience Researcher

Lead UX Research teams for 3 projects simultaneously. **Managed** those projects through various stages of research, design and deployment. **Instructed** class in persona development. Wireframes.

2012 - 2014

Milwaukee Journal Sentinel
*product development &
brand manager*

Oversaw development of **new product** initiatives, corresponding marketing **strategy**. Maintained brand presence & **fidelity** for existing products. Executed SEO and social media strategy. Changed user online user **experience** for classified verticals. Grew **relationships** with 3rd party vendors. Identified revenue **opportunities**.

2011 - 2012

CareerBuilder.com
project manager

Managed team of 3 staff writers. Researched SEO keywords relevant to recruitment industry. Orchestrated **fulfillment** of sales.

education

2005 - 2010

University of Illinois
Master of Science

Journalism, Latin@ Studies. **Taught** Multimedia Journalism course. Researched, wrote, shot, edited and produced Master's Project. Wrote and researched additional project. Wrote **ethnographic** study for Minor.

Bachelor of Science

Journalism. Metro Editor for The Daily Illini.

skills

technical

Axure. InVision. Trello. Adobe Illustrator, InDesign. XML feed schemas. Basic HTML & CSS. Final Cut Pro. Clickability. iOS. Windows.

human

Communication. Research. Networking. Exploring. Music. Travel. Yoga. Creative, simple design. Running. Cultivated collecting.

a little something extra

Founded Milwaukee UX Book Club **@uxbookmke** in 2013.