

TESS BAILIE

UX Research and Design

404 754 9630
tessbailie@gmail.com
www.tessbailie.com

PROJECTS

Spring 2015 (active) >>> MHCI Capstone

Visual Designer, User Research

Designing a non-intrusive communication tool for first responders that supports task immersion by relaying information in a non-intrusive manner.

Conducted domain research through contextual interviews.

Assembled templates and design specifications for all communication and documentation for the project.

Spring 2015 (active) >>> Legal Analytics

User Experience Designer

Interviewing legal firm partners and billing offices to understand workflow and values in order to create a user journey map.

Brainstorming and designing visions and logos for branding.

Spring 2015 (active) >>> SpotSHARE

User Researcher

Performing user interviews and surveys to create personas for all user segments.

Spring 2015 (active) >>> MBOFunder

User Experience Designer

Performing user interviews to create personas for all user segments. Creating a user journey map and discovering value metrics to map out current user experience and have a baseline from which to measure disruption effect of product.

Fall 2014 >>> Auberle Foundation

Project Manager

Led a team to design a communication app for community liaisons at a non-profit to connect with the foster care youth under their supervision. We performed user interviews, hosted a co-creation workshop, prototyped, and tested with multiple kinds of users, and produced a detailed design spec for developers.

EXPERIENCE

2012-NOW >>> Serebral.org

Cofounder, Interaction Design Lead

Spearheading initial user research for the product and heading the interaction design, user experience, and look and feel of the product

2012-2014 >>> Center for Behavioral & Decision Research

Lab Manager

Coordinated 7 lab spaces, and facilitated research for over 75 faculty members and graduate students, organized a conference, and led a recruitment initiative that increased the participant pool by over 200%

Fall 2013 >>> Olson Zaltman Associates

Marketing Intern

Designed a version of an academically researched measurement tool (Implicit Association Task) to discern user reaction to marketing research materials.

EDUCATION

Fall 2015 >>> Carnegie Mellon University

Masters of Human-Computer Interaction

Relevant courses

Completed:

- User-Centered Research and Evaluation
- Interaction Design Fundamentals
- Experimental Game Design
- Programming Usable Interfaces
- Prototyping

Enrolled:

- Marketing with Social Media
- Designing and Leading a Business

Spring 2011 >>> University of Pittsburgh

Bachelors of Science in Psychology

Minor in Anthropology

Hot Metal Bridge Research Fellow

Publication

Hammal Z, Bailie T, Cohn JC, George TD, Saraghi J, Chiquero N, Lucey S. Temporal Coordination of Head Motion in Couples with a History of Interpersonal Violence. Automatic Face and Gesture Recognition (FG), 2013 10th IEEE International Conference and Workshops on, page(s): 1 - 8.

PROFESSIONAL SKILLS

Qualitative Research

Quantitative Research

Wireframing

Prototyping

User Testing

Proficient in Adobe Illustrator

Proficient in Adobe InDesign

Proficient in ActionScript

Familiar with Java

Contextual Inquiry

Competitive Analysis

Affinity Mapping

Journey Mapping

PERSONAL SKILLS

Leadership

Organization

Team Work

Conversational in Spanish