

EMILY L. HAYS

UX DESIGNER

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WORK EXPERIENCE

Center for 21st Century Universities / UX Researcher

Jan 2021 - Present Atlanta, GA @ Georgia Tech

- Conduct concept and usability testing to define features for Georgia Tech's Living Library for Learning (intersection of education & technology)
- Perform design research including: benchmarking, literature review, prototyping, user interviews, and task flows

College of Design / Teaching Assistant

Aug 2019 - Dec 2020 Atlanta, GA @ Georgia Tech

- Taught and mentored over 170 undergraduate students in Digital Design Methods, 3D Modeling, Intro to Computing, & Adv. Rendering courses
- Evaluated 900+ student submissions & provided individualized feedback

Spark Corps / Design Apprentice

May 2019 - Aug 2019 Atlanta, GA

- Created business strategy for "What is Your Story?" art exhibition
- Ran operations, web development, & pricing activities to position the exhibit for diversity and inclusion

College of Biomedical Engineering / Marketing Strategist

Jan 2019 - Dec 2019 Atlanta, GA @ Georgia Tech

- Conducted market research, SWOT analysis, and competitive audits to identify user needs, industry trends, & brand positioning
- Developed marketing strategy, communications materials, web copy & wireframes. Worked closely with web developer

Centers for Disease Control & Prevention / ORISE Fellow

Oct 2015 - Jun 2018 Atlanta, GA @ Quality & Sustainability Office

- Built & co-led CDC's cross-functional Freezer Optimization Tiger Team of 20 directors to optimize laboratory cold storage management. The agency-wide initiative strengthened asset management, identifying vulnerabilities and a \$300,000 annual savings. Awarded by the Department of Energy
- Led a team of 10 industry leaders in different geographic locations to launch the **International Laboratory Freezer Challenge** which gamified freezer preventative maintenance to increase energy efficiency. 1,300 labs from 200 organizations competed in the inaugural challenge
- Authored 3 CDC Annual Sustainability Reports and managed sustainability communications including: CDC's sustainability twitter account (23,000+ followers), sustainability intranet & external website, communications planning, and wrote 40+ articles on various sustainability topics
- Implemented employee engagement programs for waste reduction, energy utilization, and workplace optimization for healthy office environments
- Created "Design for Health" educational webinar series to support FITWEL, this demonstrated relationship between health, sustainability, & design in the built environment

EDUCATION

Georgia Institute of Technology

Expected Graduation: Dec 2021

Masters of Industrial Design

Masters of Business Administration

Furman University / 2014

B.S. Sustainability Science

SKILLS

Design

Prototyping

Sketching

Wireframing

Storyboarding

3D Modeling

Video Editing

Research

User Interview

Survey Design

Journey Map

Ecosystem Map

Personas

Contextual Inquiry

Service Blueprint

Task Analysis

Usability Testing

Data Analysis

Software

Sketch

Axure

Figma

InVision

Protopie

Adobe Creative Suite

Fusion 360

Solidworks

Keyshot

Miro

Lean Six Sigma: Yellow Belt / 2018

AWARDS + ACTIVITIES

Awards

DOE FEMP Award, 2018

HHS Green Champion Award, 2017

CDC QSO Employee of the Year, 2016

Activities

Founder, Graduate Advisory Board, 2020

Board Member, Generation Green of the

Georgia Conservancy, 2017 - 2019

Tackling Mt. Kilimanjaro, Dec 2021