

# EMILY L. HAYS

## UX DESIGNER

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## WORK EXPERIENCE

### Center for 21<sup>st</sup> Century Universities / UX Researcher

Jan 2020 - 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