MAYA R. JENKINS
User Experience Design & Research

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[Portfolio password: **butterbean**]

EDUCATION

Master of Fine Arts (MFA)
Design Research and Development
Human-Computer Interaction specialization
Department of Design
The Ohio State University, Columbus, OH

Master's Thesis: Implementing Service Design Methodology Towards the Student Help-Seeking Journey for Mental Health Challenges

Bachelor of Arts (BA)
New Media and Communication Technology,
Human-Computer Interaction track
Minors in Visual Communication Design and Japanese
School of Communication
The Ohio State University, Columbus, OH

May Semester Study Abroad   2015
Kobe Shoin Women's University, Kobe, Japan

Associate of Arts (AA)   2014
General Studies
Columbus State Community College, Columbus, OH

CERTIFICATIONS

Certified Professional in Accessibility Core Competencies (CPACC)   2025
IAAP - International Association of Accessibility Professionals

PROFESSIONAL EXPERIENCE

Senior User Experience (UX) Researcher & Designer 2023 - Present
Research Information Technology, College of Medicine, The Ohio State University, Columbus, OH

- Provide leadership, strategic thinking and technical excellence to the user experience design team relative to generative and evaluative research, content and interface design for clinical research software experiences.
- Engage and provide support for project estimation, project planning, project management, information architecture design, prototype development and prototype evaluation
- Lead and contribute to large 'greater good' efforts such as improving the RIT onboarding process, identifying management inefficiencies and proposing solutions for process improvement
- Regularly support and advocate for UX best practices by educating our clients during client meetings as to why user experience will aid them in meeting their clinical research objectives
- Review and edit written proposals, documents and presentations drafted by various RIT Leadership personnel to create more refined and persuasive arguments

Adjunct Instructor (Summer Term) 2023
College of Design, Architecture, Art and Planning, University of Cincinnati, OH

- Instructed an advanced senior-level studio course that specifically targets interaction design principles for health-related applications, utilizing industry knowledge and user-centric methodologies to challenge and inspire undergraduate interaction design students at a healthcare domain level
- Developed a comprehensive curriculum that integrated theoretical frameworks with practical, hands-on experience. This approach aimed to encourage students to actively conceptualize, prototype, and evaluate healthcare specific user interfaces
- Served as a mentor to senior undergraduate students, providing guidance and constructive critique to cultivate critical thinking, creativity, and a profound understanding of ethical, inclusive, and user-centric design practices as they relate to healthcare and healthcare services
- Organized a panel of user experience professionals to discuss experience and lessons from the industry and facilitate conversation with the students on best practices when entering the job market

User Experience (UX) Researcher 2021 - 2023
IBM, Columbus, OH (Remote)

- Independently planned, executed, and analyzed user research for various initiatives according to the strategic vision of the enterprise supply chain software business unit

- Conducted generative and evaluative research studies using single and mixed methods approaches
- Delivered and socialized research insights and recommendations through artifacts and presentations to the wider product team
- Aligned regularly with internal stakeholders on research priorities, updated research roadmap that complements research roadmap and advocated for the user during product development
- Facilitated biweekly design review sessions with target users from client companies
- Served as Airtable focal and managed Airtable base that serves as a database of research projects and initiatives completed across the Sustainability Software business unit
- Planned and facilitated learning activities in collaboration with leadership for the women's affinity group in Sustainability Software Design

Graduate Research Associate   2020 - 2021
Advanced Computing Center for the Arts and Design, The Ohio State University, Columbus, OH

- Designed, curated and managed 3D assets and environments for multiple research projects exploring topics in virtual reality
- Led continued development, evaluative research sessions and storytelling of virtual reality experiences for social impact:

- Eyes of Mariam VR
  An interactive first-person virtual reality experience that puts you in the shoes of an African teenage girl experiencing firsthand the dangers of obtaining basic education during a time of civil unrest in her homeland – a fictionalized African region. The narrative follows real events and the ensuing implications of school attacks in the region. Through this experience, we hope to explore the use of virtual reality as a narrative based experiential media aimed at cultivating empathy for children experiencing traumatic events in their pursuit of education.

- Virtual Field Lab
  The Virtual Field Lab mirrors the real-life situations that students find themselves in during field experiences. The Virtual Field Lab will provide foundational curriculum content to first-year Master of Social Work (MSW I) students, providing realistic active learning opportunities for: (1) knowledge-building and perspective-taking; and (2) development and application of concrete social work practice skills. Our collaborative team from ACCAD, the Department of Design, and the College of Social Work, envisions a unique opportunity to enable new types of learning that respond to the need to reconcile physical distancing protocols with the experiential learning methodologies of social work-based field education through methodically-designed, immersive experiences that evoke perspective-taking and expand skill-building opportunities.

User Experience (UX) Design Intern   **2020**
Bandwidth Inc., Raleigh, NC (Remote)

- Led user research activities in discovery and concept testing, gathered user requirements
- Designed and prototyped user dashboard features and roadmap workflows based on user research insights from Bandwidth customers
- Drafted user stories for developers to complement dashboard feature prototypes and guide their delivery
- Presented concepts and design decisions to product managers and developers for feedback and integration into development sprints

3D Animation Mentor   **2019**
"Digital Animation: A Technology Mentoring Program for Young Women"
Advanced Computing Center for the Arts & Design, The Ohio State University, Columbus, OH

- Coached middle school students in using problem- solving skills, storytelling and collaborative learning to plan and produce digital 3D animated stories
- Led a workshop introducing middle school students to virtual reality development and its connection to storytelling and animation
- Archived 3D assets and artifacts upon program conclusion

Assistant Digital Editor   **2016 - 2018**
Columbus Dispatch Magazines, Columbus, OH

- Formatted, published and updated magazine web content, increasing output speed of magazine site content by 50%
- Produced monthly brand reach reports highlighting digital performance insights to inform decision-making and the overall improvement of the magazine's online presence
- Contributed illustrations to issues of Columbus Monthly, Columbus Alive, And Columbus Weddings
- Trained editors in using content management system during site migration period

Interactive/Web Marketing Intern   **2015 - 2016**
Nationwide Children's Hospital, Columbus, OH

- Constructed and updated web pages through SiteCore content management system, ensured accuracy and consistency of hospital website content
- Developed templates for web pages and emails/newsletters in HTML code
- Engaged in Search Engine Optimization and Marketing (SEO & SEM) campaigns, maximizing the hospital's online visibility and reaching relevant audiences through effective digital marketing strategies
- conducted quality assurance testing to ensure a seamless user experience and identify and address any potential issues promptly
- Constructed and managed Helping Hands digital educational assets

- Crafted web copy tailored to various audiences, showcasing adaptability in communication styles
- Conducted and presented web audit to showcase user experience best practices that may improve current hospital website

Library Assistant, Data Entry

Billy Ireland Cartoon Library and Museum, Columbus, OH

2013 - 2015

- Addressed patron inquiries in library reading room, fielding questions regarding the collection, history of the library, library policies, and other concerns
- Cataloged and stored donated artwork using PastPerfect museum software
- Retrieved items from secured collections including publications, original art, correspondence, manuscript items, etc.
- Researched information about related artists for exhibition preparation, cataloging and patron inquiries
- Added Japanese manga donated by the Kyoto International Manga Museum to library catalog
- Interpreted Japanese characters to match identification streamers to manga items and verify record data
- Took inventory of collection items and arranged in Library of Congress call number order

SKILLS & EXPERTISE

Research	**Design**	**Tools**
Affinity Mapping	Design Strategy	Adobe Creative Suite
Co-Design	Co-Design Activites	Affinity Suite
Heuristic Evaluation	Service Design	AirTable
Journey Maps	Information Architecture	Dovetail
Personas	Design Thinking Workshops	EnjoyHQ
Usability Testing	Interaction Design	Figma
User Interviews	Prototyping	Miro
User Scenarios	Wireframing	UserTesting

RESEARCH EXPERIENCE

Undergraduate Research Assistant   **2014 - 2015**
"Experiences in Virtual Classrooms"
School of Communication, Ohio State University, Columbus, OH

I served as a research assistant in a study titled "Experiences in Virtual Classrooms", investigating whether a sexualized avatar impacted performance in math equations. Female, undergraduate participants control an avatar in a virtual classroom, take a math test, and have their reactions/feedback recorded through surveys. I guided participants in using avatars in an online classroom setting in the Second Life virtual platform during the experiment and recorded attendance.

AWARDS & RECOGNITION

1st Place, Arts Oral Presentation, Edward F. Hayes Graduate Research Forum,   **2021**
The Ohio State University, Columbus, OH

Japanese National Honor Society, College Chapter   **2015**

Keith and Linda Monda International Experience Scholarship   **2015**

GRANTS & FUNDING

Staff Professional Development Fund Recipient, The Ohio State University,   **2024**
Columbus, OH

Critical Difference for Women, Professional Development for Women of Color   **2020**
Grant, The Ohio State University, Columbus, OH

Arts & Humanities Graduate Research Small Grants Program, The Ohio State   **2020**
University, Columbus, OH

Graduate School Fellowship, The Ohio State University, Columbus, OH   **2018 - 2019**

PUBLICATIONS

Proulx, S., Fromme, A., Akberdin, L., Basile, M., Forsyth, O., **Jenkins, M.** ,Nelson, A. & Spicer, C. (2021) Rethinking User Experience of Parking Garage. Exploring Innovative Suicide Prevention Strategies Through Motivational Design. In Di Lucchio, L, & Imbesi, L. (Eds.) *Proceedings of the Design Culture(s), 2020 Cumulus Conference*. Rome: Sapienza University.

2021

CONFERENCES & PRESENTATIONS

"Workshop: Using Participatory Methods to Design Mental Health Resources," Society for Disabilities Studies Conference 2020, The Ohio State University, Columbus, OH

2020

Facilitated during an accessible maker-space, I was scheduled to lead a workshop that engaged participants in conversation about challenges in accessing mental health resources, followed by a making activity where participants would use crafting materials to create and discuss the ideal experience in accessing mental health services. This event was canceled due to the Covid-19 global pandemic.

"Designing the Student Help-seeking Experience in Mental Health," Design Principles and Practices Conference 2020, Brooklyn, NY

2020

My abstract was accepted to present in January 2020. I virtually presented my thesis research on using the co-design mindset and service design methodology to employ the ideas of students who have experience interacting with mental health resources to inform the development and design of a more ideal help-seeking experience. The live event was canceled due to the Covid-19 global pandemic.

VOLUNTEERING

Equity Designer, Women of Color Design Equity Institute   **2023**
Zora's House, Columbus, OH

Operations, Infrastructure and Culture Committee Member   **2022 - 2023**
Zora's House, Columbus, OH

Tech Operations Committee Member   **2020 - 2021**
Cartoon Crossroads Columbus, Columbus,OH

Content Designer   **2019 - 2020**
Graduate Association for Mental Health Action and Advocacy (GAMHAA),
The Ohio State University, Columbus, OH

House Ambassador   **2018 - 2020**
Zora's House, Columbus, OH

Contributor, Summer Intern Blog Series   **2015**
School of Communication
The Ohio State University, Columbus, OH

OTHER LEADERSHIP

"Kakehashi Project" Emerging Leaders Japan Exchange Program   **2017**
Congressional Black Caucus Foundation, Washington, D.C.