

MAYA R. JENKINS

User Experience Professional

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[project password: **butterbean**]

SUMMARY

I am a designer, researcher, and web content specialist who offers a unique blend of user-centered design strategy, a co-design mindset, and robust web operations expertise. I have a proven track record in creating successful outcomes and leading digital transformation within complex ecosystems.

EXPERIENCE

Senior User Experience (UX) Specialist

The Ohio State University, College of Medicine | 2023 – Present

- Provide leadership, strategic thinking and technical expertise to the user experience design team relative to generative and evaluative research, content and interface design for clinical research software experiences.
- Design digital experiences for clinical research studies and lead evaluations with representative users to measure the effectiveness of user experience, adhering to WCAG accessibility guidelines
- Engage and provide support for project estimation, project planning, project management, information architecture design, prototype development and prototype evaluation.
- Regularly support and advocate for user experience (UX) best practices by educating clients during collaborative design review sessions and workshops.
- Update department website content using the SiteCore content management system (CMS) to extend reach towards potential clients seeking UX component for clinical research study.

Adjunct Instructor

University of Cincinnati, College of Design, Architecture, Art and Planning | Summer 2023

- Instructed an advanced senior-level undergraduate studio course that specifically targets interaction design principles for health-related applications.
- Served as mentor to senior undergraduate students, providing guidance and constructive critique to cultivate critical thinking, creativity, and deep understanding of ethical, inclusive, and user-centric design practices.

User Experience (UX) Researcher

IBM Sterling Order Management | 2021 – 2023

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

EDUCATION

Master of Fine Arts

Design Research and Development,
Human-Computer Interaction
specialization
Department of Design,
The Ohio State University, Columbus,
OH

Thesis: [Implementing Service Design Methodology Towards the Student Help-Seeking Journey for Mental Health Challenges](#)

Bachelor of Arts

New Media and Communication
Technology,
Human-Computer Interaction track,
School of Communication,
The Ohio State University, Columbus,
OH

CERTIFICATIONS

Certified Professional in Accessibility Core Competencies (CPACC)

IAAP - International Association of
Accessibility Professionals

SKILLS

Research: Generative User Research,
Evaluative User Research, Affinity
Mapping, Co-Design Methods,
Heuristic Evaluation, Journey Maps,

- Conducted generative and evaluative research studies using single and mixed methods approaches.
- Delivered and socialized research insights and recommendations through design artifacts and presentations to the wider product team.

Graduate Research Associate

ACCAD, The Ohio State University | 2020 – 2021

- Led continued development, evaluative research sessions and storytelling of virtual reality experiences for social impact.

Assistant Digital Editor

Columbus Dispatch Magazines, Columbus, OH | 2016 – 2018

- Formatted, published and updated magazine web content via internal content management system (CMS), increasing output speed of magazine site content by 50%.
- Produced monthly brand reach reports highlighting web analytics and digital performance insights to inform decision-making and the overall improvement of the magazine's online presence.
- Trained editors and authored learning materials for using internal content management system (CMS) during site migration period.

Interactive/Web Marketing Intern

Nationwide Children's Hospital | 2015 – 2016

- Constructed and published web pages through SiteCore content management system (CMS) and developed templates for web pages and emails/newsletters in HTML code
- 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 user-facing 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

Personas, Usability Testing, User Interviews, User Scenarios

Design: Design Strategy, Co-Design Activities, Service Design, Information Architecture, Design Workshop Facilitation, Interaction Design, Prototyping, Web Design, Wireframing

Other: Content Management, Copywriting, CSS, HTML, JavaScript, Technical Writing, Video Editing

TOOLS

Adobe Creative Suite, Affinity Suite, AirTable, Articulate 360, Canva, Dovetail, Figma, Google Analytics, Microsoft Office, Miro, Qualtrics, SiteCore CMS, UserTesting, Webflow, Wordpress