

Caroline Scheibel

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PROFILE

Goal oriented and collaborative Engineering Design Innovation (EDI) masters student at Northwestern University, pursuing a career in UX and Product Design.

EDI focuses on the human-centered approach to design, and encourages a design thinking mentality.

EDUCATION

Northwestern University, 2022
Engineering Design Innovation, M.S.

MIT CSAIL Lab, 2020
Human-Computer Interaction for UX Design Certificate

Miami University, 2020
Psychology, B.A.
Interactive Media Studies, B.A.

RELEVANT EXPERIENCE

Miami University Eye-Tracking Lab

Research Assistant

August 2019 - March 2020

Help lead students in the usage of our eye-tracking lab by aiding in the planning process and facilitating the use of the equipment. Will also be using the lab to assist in UX research for my senior degree project.

Interactive Media Studies Capstone

Client Project

January 2020 - May 2020

Entire class worked with a client to develop their brand from scratch. Worked on the Research, Packaging, and Brand Development teams during various sprints.

Senior Degree Project

UX Research and Design

August 2019 - December 2019

Executed user research on Graeter's website using eye-tracking equipment. Created and interactive mockup of a new suggested website design using Axure.

Adv. UX Research Course - BeSpatial Case Study

Lead Contact

August 2019 - December 2019

Part of a team of 6 who executed user experience research and provided design recommendations for BeSpatial's website. Managed contact between the team and our client through email and phone calls.

Enterprise Holdings

IT Internal Communication Intern

May 2019 - July 2019

Support management in creation of internal communication within EHI global IT and to the business. Create digital branding materials, executive summary of leadership meeting survey results for CIO, and research for a new campaign management tool for EHI IT to use globally.

LEADERSHIP

IxDA

Treasurer

Aug 2018- May 2019

Founding executive member as Treasurer. Organized first meetings and facilitated club registration with Miami's student organization association.

Interests

Traveling
Exercise
Volleyball
User Experience
Digital Media
Music

Relevant Courses

Human Factors & Ergonomics
User Experience (& Adv. UX)
Web & Social Media Analytics
Web and Interaction Design
Social Psychology
Cognitive Psychology
Design Research
ID for Design Innovators
Design Communication & Methods
Product Design
Interaction Design

Technical Skillset

Axure RP9
Adobe CC
Microsoft Office
Mural
Figma
HTML/CSS
Javascript

