

Eileen M. López

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work experience

EXPERIENCE DESIGN INTERN, DESIGN RESEARCH

Arity

June 2020 – present

- Define, plan, conduct, and analyze primary qualitative research that addresses business issues, including drafting discussion guides, participant recruiting, moderating 1-on-1 interviews, documenting learnings after thoroughly reviewing, digesting, and synthesizing what was said
- Conduct relevant secondary research that adds support or extra value to primary research initiatives

STUDENT ENGAGEMENT & LEADERSHIP GRADUATE ASSISTANT

University of Illinois

August 2018 – May 2020

- Supervised approximately 15 graduate student organization and club advisors inclusive of creating documents for organization leadership, facilitating training, and assisting with problem-solving related to club activities
- Gathered, analyzed, and interpreted relevant data to assist Assistant Dean for Student Affairs in planning, resource allocation, & evidence-based decision making

RESEARCH ASSISTANT

University of Illinois

August 2019 – May 2020

- Produced voice interactions and prompts for a senior health dialogue system

ASSESSMENT & UX PRACTICUM STUDENT

University of Chicago

January 2020 – May 2020

- Led a card sorting study and performed a search-log analysis to inform improvements of the Library's intranet
- Reviewed and coded qualitative data gathered about library services and programs

AUGMENTED REALITY & USER EXPERIENCE ATKINS LIBRARY FELLOW

University of North Carolina-Charlotte

May 2019 – August 2019

- Scanned for potential mobile AR systems and service solutions, analyzed the pros and cons of each one, created low-fidelity prototypes, and prepared a report with recommendations for the Digital Pedagogy & Emerging Technologies Librarian
- Conducted user research to test the Library's website architecture and design

USER RESEARCH ASSOCIATE

University of Illinois

October 2018 – March 2019

- Administered in-person usability testing on the University Library's content management system to ensure compliance with Section 508 requirements and Web Content Accessibility Guidelines (WCAG)

DESIGN SPECIALIST

World Business Chicago

June 2015 – May 2018

- Responsible for the design planning, art direction and brand management of WBC and its programs, events, and subsidiary companies
- Led projects, coordinated resources, and estimated timelines to consistently deliver materials within project budget and deadline requirements
- Consulted with business units to translate objectives into clear creative solutions
- Oversaw the design output of external vendors and interns to maintain consistency

education

Master of Science

Library and Information Science

University of Illinois
2018 – 2020

Bachelor of Fine Arts

Graphic Design

Columbia College Chicago
2006 – 2010

skills

Usability testing
User interviews
User research
User flows
User personas
Journey mapping
Wireframes
Print design
Responsive design
Information architecture
Accessibility audits
& remediation
Project management
& leadership

tools

Design

Sketch
Figma
Illustrator
Axure
InVision
InDesign
Adobe XD

Development

HTML
CSS

Collaboration

Mural
Miro
Sharepoint
Trello
Basecamp

CREATIVE & WEBSITE MANAGER

National Hellenic Museum

September 2013 – May 2015

- Conceptualized and designed marketing, exhibition, event, program, education, and development materials
- Managed company-wide and function-specific email distribution lists, including identifying the appropriate lists to use and guiding their maintenance
- Maintained the website, in regards to UI/UX best practices and set branding standards

AMERICORPS CORPS MEMBER & EVALUATION COORDINATOR

City Year Chicago

July 2012 – May 2013

- Collected and analyzed data to convey the impact of City Year Chicago to the CYChi site, our community, and our school partners
- Completed 1700+ hours of national volunteer service at Stagg School of Excellence

OWNER & DESIGNER

Tiny Bear Studio LLC.

present

The lead of a tiny, but mighty, creative studio providing design and marketing support to non-profits, small businesses, and startups in and outside of Chicago. Tiny Bear Studio is the professional entity for my contact & project-based work.

academic projects

DIGITAL HEALTH AND HEALTH INFORMATICS INDEPENDENT STUDY

- Developed research proposal, *Digital Health: Information and Technologies Supporting Patient Care*, to investigate topics related to consumer health, medical informatics, health literacy, and issues that arise when providing health information in libraries and information centers
- Examined the usability of two patient health education websites; drafted a report with findings and recommendations

DESIGN THINKING FOR HEALTH AND WELLBEING

- Proposed a tool for parents and guardians to approach the conversation about sexual health to their children
- Utilized a range of research techniques, including contextual inquiries, surveys, behavioral segmentation, and persona development

HUNTERADAR

- Identified marketing hurdles for small businesses to overcome through informal interviews and neighborhood walk-throughs
- Designed themed, monthly flyer template for self-publication by HOPE Community Inc, economic development non-profit

awards & publications

- Information Systems/Technologies Award. May 2020
- "Card sorting for the UChicago Library: Behind the scenes." LibraryUX Chicago Virtual Roundtable presentation // May 2020
- "Using Conversational Agents to Build Accessible and Innovative Delivery of Healthcare Service to Support Aging-in-Place." Poster Presentation at the School of Information Sciences Research Showcase // October 2019
- Carl and Katherine Kirby Perrin Scholarship. August 2019
- "Hacking the Atkins Fellows Program." Hack Library School blog // August 2019

leadership & service

LEAD ORGANIZER

Chicago Geek Women
2016 – present

VICE PRESIDENT

iSchool Students of Color
2019 – 2020

MEMBER,

Technology Entrepreneur Center Student Advisory Board at the University of Illinois
2018 – 2020

SECRETARY

City Year Chicago Alumni Board
2015 – 2018

TEACHING ASSISTANT

Street Level Youth Media
2014 – 2016

UX MENTOR

Network for Teaching Entrepreneurship Summer Camp
2014