

MICHAEL J. CARON

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EDUCATION

M.S. Information Science, Data Analytics & Management

University of Tennessee, Knoxville

(Coursework: UX Analytics, Information Programming, Data Visualization, Web Technology)

Nashville, TN

Aug 2022 - May 2024

GPA: 4.0

B.S. Information Science, User Experience Design

University of Tennessee, Knoxville

(Coursework: Human-Computer Interaction, Usability Evaluation, Product Design, Accessibility)

Knoxville, TN

Aug 2018 - May 2022

GPA: 3.7

WORK EXPERIENCE

UI/UX Designer

CITC Media

- Created website frameworks and designs using Figma and Adobe Illustrator
- Directly observed and analyzed the activity of **50+ users** to identify and track user behaviors
- Developed website prototypes using HTML, CSS, JavaScript, and Liquid
- Conducted user research and A/B testing which led to a **20% increase** in website traffic

Chattanooga, TN

Dec 2021 - Jan 2023

Video Editor/Manager

Premium Guard Inc.

- Spearheaded the mass production of **200+ automotive videos** in ~2 months using DaVinci Resolve
- Implemented an FTP server used by **80+ employees** for online video deployment (to AutoZone)
- Designed visual assets in Adobe Photoshop for video overlays that accumulated **100,000+ video views**

Memphis, TN

Feb 2021 - July 2021

Domain Broker

Self-employed

- Analyzes thousands of potential domain investments and negotiated **\$130,000+** worth of sales
- Creates websites and manages domains that receive a total of **~200,000 page views** each month

Knoxville, TN

Jan 2019 - Present

PROJECTS

[Deluxo \(Cryptocurrency Project\)](#)

- Displays real-time blockchain analytics using JavaScript and APIs to **9,000+ unique visitors** each month
- Deployed an ERC-20 token using Solidity onto the Ethereum blockchain
- Developed an entry form with PHP and database with MySQL

[Akimbo Esports \(Organization\)](#)

- Founded a semi-professional esports team with a website that averages **10,000+ unique visitors** each month
- Used HTML and CSS (Bootstrap) to develop the website and designed logos and overlays using Adobe Illustrator

[Chat Bot & Stream Overlay \(Twitch\)](#)

- Developed a chat bot using Python that allows for chat commands and timed announcements
- Created a modular stream overlay using HTML and JavaScript that used Twitch APIs to get real-time statistics

SKILLS

Wireframing, Blueprints, Sitemaps, Prototyping, Interaction Design, Visual Design, Typography, Graphic Design, Surveys, Agile, Scrum, User Interviews, Usability Testing, Statistical Analysis, Personas, User Flows, User Stories, Heuristic Evaluation, Cognitive Walkthrough, A/B Testing, Qualitative Research, Quantitative Research
HTML, CSS, Bootstrap, Tailwind, JavaScript, React, TypeScript, Python, C++, PHP, SQL

TOOLS

Figma, Sketch, Framer, Adobe Photoshop, Adobe Illustrator, Adobe XD, Final Cut Pro, DaVinci Resolve

LEADERSHIP

President, Theta Chi Kappa Omicron Chapter

Dec 2020 - Dec 2021

- Oversaw **40+ members**, established partnerships with other organizations, and kept contact with our national headquarters regarding chapter developments

Treasurer, Theta Chi Kappa Omicron Colony (Founding Father)

Dec 2019 - Dec 2020

- Budgeted **~\$40,000 annually** and maintained/organized semester finances