

Michael 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

Crying In The Club Media

- Created website frameworks and designs using Figma and Adobe Illustrator
- Directly observed and analyzed the activity of **20+ 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 **32% increase** in website traffic

Chattanooga, TN

Dec 2021 - Jan 2023

Domain Broker

Self-employed

- Analyzes thousands of potential domain investments and has negotiated **6+ figures** worth of sales
- Creates websites and manages domains that receive a total of **~200,000 page views** each month

Knoxville, TN

Jan 2019 - Present

Video Manager/Editor

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 over **100,000+ video views**

Memphis, TN

Feb 2021 - July 2021

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

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

TOOLS

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

LEADERSHIP

President, Theta Chi Kappa Omicron Chapter

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

Dec 2020 - Dec 2021

Treasurer, Theta Chi Kappa Omicron Colony (Founding Father)

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

Dec 2019 - Dec 2020