

Catherine Davis

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Portfolio: <https://cathdav.com/>

EXPERIENCE

Vertafore, East Lansing, MI

Product Designer I // May 2021 — Present

- Collaborated with product designers, internal cross-functional teams and customers to improve the user experience of Sircon software applications for insurance agents, carriers, individuals and states
- Strengthened data integrity among internal, agency and carrier users who use an application by creating user flows, wireframes and interactive prototypes based on user research insights
- Improved the user experience of a program for state users by conducting a comparative analysis involving 5 products of varying similarity, and by designing iterative mock-ups, wireframes and prototypes
- Conducted qualitative and quantitative research methods such as surveys, concept reviews, remote user interviews, observation, and comparative analyses to better understand user needs and pain points

VIM Magazine (Student Organization), East Lansing, MI

UX Director // Jan 2020 — May 2021

- Established the UX Team at VIM Magazine to achieve the goal of improving the user experience of VIM's website and provide an opportunity for collaboration and learning with others in UX and design fields
- Guided a team of 8 members in conducting user experience research and analysis including 8 user interviews, an affinity diagram and 4 personas in order to understand user needs, pain points and motivations
- Collaborated with team members to design low fidelity to high fidelity sketches, wireframes and prototypes that were implemented into VIM's WordPress website to improve the website's overall user experience
- Communicated with EICs and 4 other teams to get approval for designs and assist in finalizing the brand kit

Michigan State University, East Lansing, MI

Undergraduate Research Assistant // May 2020 — Jan 2021

- Collaborated with a Ph.D. student and professor for the Robots for Caregivers UX research and design project by devising 12 user interview questions and by planning out a participatory design activity to better understand how technology can assist in reducing informal caregivers' stress while caregiving
- Co-authored published research paper by seeking out literature related to HCI in healthcare settings, writing literature reviews, contributing writing to the paper, and proofreading the paper
- Created and presented 2 slide decks on grounded theory topics to strengthen qualitative analysis skills

EDUCATION

Michigan State University, East Lansing, MI — Bachelor of Arts, Information Science

Sep 2017 — May 2021

With a focus area in Human-Centered Technology (UX) // Additional Major in Psychology

SKILLS & TOOLS

Skills: UX research, Affinity diagrams, Iterative design, Participatory design, Qualitative research, Psychology

Tools: Figma, Sketch, Axure RP, Miro, Alchemer, Jira

RESEARCH PUBLICATIONS AND AWARDS

- **POWES Undergraduate Gender Inequalities Award 2021 (Winner out of hundreds of submissions)**
Catherine Davis, supervised by Dr. Lucy Thompson
“Find what makes you comfortable, find what makes you euphoric: A Thematic Analysis Centering Trans and Nonbinary Voices in Understandings of Gender Identity Construction”
The Psychology of Women and Equalities Review (POWER), The British Psychological Society, 2022.
*** Expected to be published in May 2022*
- **Best Paper Award (Top 5% of submissions out of 1000+ papers)**
Ji Youn Shin, Dima Chaar, Catherine Davis, Sung Won Choi, and Hee Rin Lee
“Every Cloud Has a Silver Lining: Exploring Experiential Knowledge and Assets of Family Caregivers”
ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 2021.