

# JANE EFFANGA

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## SKILLS

**Technical Skills:** User Research, Usability Testing, Data Synthesis, Journey Mapping, Persona Development, Behavioral Analysis, Accessible Design (WCAG), Design Thinking, Actionable Insights, Problem Solving, Agile/Scrum, Cross-Functional Collaboration.

**Tools:** Figma, Adobe Creative Suite, Axure, Sketch, InVision, UserTesting, Qualtrics, Dscout, Miro, Jira.

## EDUCATION

**Master of Science, Experience Design** | Northeastern University, Boston MA | GPA 4.0/4.0 Sep 2022 – May 2024  
**Google UX Design Professional Certificate** | Coursera Jan 2020 – May 2020  
**Bachelor of Engineering, Civil Engineering** | University of Benin, Edo State | GPA 3.4/4.0 Sep 2007 – July 2012

## RELEVANT WORK EXPERIENCE

**Digital Experience Designer | Northeastern University Information Technology Services** Sep 2023 – Present

- Led comprehensive user research for the Student Hub with a diverse student body, conducting surveys, interviews, and usability tests to identify challenges, resulting in design improvements that increased accessibility and boosted engagement by 25%.
- Developed high-quality artifacts—wireframes and prototypes—for a personalized student profile system that tailors contents to individual interests, and an accessible campus map compliant with WCAG principles. These improvements led to a 30% increase in user satisfaction, enhancing students' overall experience and access to resources on the Hub.
- Delivered research findings and design proposals to stakeholders through engaging presentations and detailed reports, working cross-functionally to ensure alignment on technical feasibility and budget constraints for impactful, implementable refinements.

**Design Strategist | Urban Griot Collaborative – An EdTech Research Lab** Jul 2023 – Dec 2023

- Led and executed research initiatives for the Urban Griot Playground pilot—a culturally relevant, tech-driven early childhood education project—by facilitating co-design workshops with educators and stakeholders. This process resulted in design initiatives that align with 95% of community-identified needs and educational goals.
- Leveraged insights from co-design workshops and user testing to develop an adventure map-style learning kit that fully addresses identified user needs and project goals, including engaging young learners, empowering parents as facilitators, and ensuring usability across diverse settings.
- Established the UGP Early Childhood Ecosystem framework, integrating cultural elements, digital tools, and diverse learning modalities to enhance inclusivity and accessibility, now adopted as the foundational approach for the project's initiative.

**Student Experience Designer | Northeastern University, College of Arts, Media & Design** Sep 2022 – May 2023

- Led in-depth user research, utilizing surveys and focus groups to uncover student needs, which informed the creation of initiatives that fostered peer collaboration, facilitated mentorship opportunities, and improved resource accessibility, enriching the overall graduate student experience.

**Product Designer | VisaCheck – An Automotive Tech Startup** Sep 2020 – Aug 2022

- Conducted user research and usability testing to optimize a proprietary vehicle inspection app, streamlining the inspection process and addressing key user pain points, resulting in a 48% improvement in speed and efficiency.
- Developed instructional materials that simplified onboarding, allowing users to adopt and navigate the app more effectively, which improved user satisfaction and reduced onboarding time by 20%.

## SELECT PROJECTS

**Student Hub Personalization | Northeastern University – [Project Link](#)** Feb 2024 – Apr 2024

- Redesigned Northeastern's Student Hub to provide a tailored experience, leveraging a personalized tagging system based on student interests. This solution transformed the Hub into a curated resource that enhances student engagement and community connection.

**Way2Go Boston | Behavioral & Experience Design – [Project Link](#)** Jan 2023 – Apr 2023

- Developed wayfinding improvements for Boston's MBTA, integrating behavioral design principles with research insights to enhance commuter confidence and navigation, supporting sustainable transit in alignment with UN Sustainable Development Goals.

**Farm2You | Product & Service Design – [Project Link](#)** Sep 2022 – Dec 2022

- Conceptualized and prototyped a home delivery platform that reimagines the farmers' market experience with route-based delivery and pre-ordering features, creating a community-centered, convenient alternative for accessing local produce. Grounded in user insights, this approach supports sustainable agriculture and bridges local farmers with modern consumers.