

Andrea Pellerito

UX Research, Design & Analysis

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Education

Master of Science in Information

UX Research & Design | HCI
University of Michigan School of Information
May 2020 | Ann Arbor, MI

Coordinator, World Information Architecture
Day (WIAD) 2020, Ann Arbor

Quality Assurance Bootcamp

Software Testing | Java | SDLC
Grand Circus
December 2014 | Detroit, MI

Bachelor of Arts in Education

English Education | Communication Minor
Western Michigan University
April 2006 | Kalamazoo, MI

Skills

Academic ▶ Professional ▶ Experienced

User Experience



Interaction Design · Accessibility · Personas ·
Prototyping · Wire Frames · Object Models ·
Usability Testing · Information Architecture ·
InVision · Figma · Adobe Illustrator · XD ·
Photoshop

Technical



Python · APIs · JSON · SQL · Data Analysis ·
HTML · CSS · JavaScript

Project Management & Business Analysis



Scrum Master · Contracts, RFPs, SLAs · Visio ·
Presentations · PowerPoint · Gantt Charts ·
Airtable · Adobe Experience Manager (AEM)



Interviewing · User Stories · Flow Diagrams ·
Solution Feasibility · Project Management ·
Agile Process Improvement · Requirements
Analysis & Documentation · Software Testing

Related Experience

Business Analyst | The Understanding Group

October 2018 - Present (project basis) | Ann Arbor, MI

In a collaborative environment, developed object models, analyzed data in Airtable, drafted interview questions, and turned interviews and analysis into information architecture and UX recommendations.

Freelance Consultant | Pelleran Consulting

June 2018 - Present (freelance) | Troy, MI

At RIIS, LLC – Led a team of 3 developers in producing a social media app prototype in 10 weeks. Authored user stories in Jira, documented acceptance criteria, and executed manual and design QA.

Senior Business Consultant | Perficient

April 2017 - November 2017 | Dearborn, MI

Launched analytics tagging on Ford.ca and LincolnCanada.com with zero critical defects. Created accessibility authoring guide, executed accessibility testing, and developed WCAG compliance reporting.

Technical Business Analyst | Vectorform

June 2016 - January 2017 | Royal Oak, MI

Translated UX, business, and technical requirements for Mopar.com into developable user stories. Documented acceptance criteria and error states in Jira, managed Confluence space, and authored templates. Mapped API parameters to designs and provided feasibility analysis and recommendations to UX team.

Quality Assurance Analyst | Arrow Strategies for GM OnStar

February 2015 - December 2015 (contract) | Detroit/Warren, MI

With interviews and increased test coverage of “real” billing scenarios, completed gap analysis and discovery of system integration requirements for vehicle sales transactions and subscriptions. Trained new team during OnStar restructuring.

Projects & Coursework

P-CCS Research Project | SI 622 Needs Assessment

Ran a semester long needs assessment and usability evaluation for a local school district with a team of four classmates. Conducted interviews, surveys, a heuristic analysis, card sort, and a usability study to produce reports and UX recommendations.

“Happy Housemates” Prototype | SI 582 Interaction Design

Tasked with coming up a solution for a community, investigated the needs of unrelated adult housemates, which led to the discovery that housemates need a way to initiate norms. Created a house charter prototype using Adobe XD: <http://bit.ly/pelleranHappyHousemates>.

Identity Package, Wireframes, and Website Development |

SI 520 Graphic Design & SI 539 Design of Complex Websites

Designed skill-based mini-projects in Adobe Illustrator and Photoshop, practicing design best practices in color, typography and composition, culminating in a personal identity package and sample accessible HTML website: <http://bit.ly/pelleranHTML>