

# Clara Lynch

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## SUMMARY

Passionate about crafting engaging user experiences, with a strong background in research and design methodologies. Currently seeking to put creativity into practice while collaborating closely with seasoned professionals. Count on proactive communication skills coupled with teamwork aptitude, ensuring alignment across diverse perspectives. Eager to contribute to innovative projects that prioritize user needs and elevate customer satisfaction. Actively committed to using insights gleaned from extensive project work to enhance designs—delivering solutions that are not just functional but resonate with the audience. Each experience further solidifies dedication toward understanding brand identity and elevating client interactions.

## EDUCATION

### Bachelor of Arts in Marketing

University of Chicago GPA: 3.8

2026

Chicago, IL

*Coursework: Consumer Behavior, User Experience Design, Marketing Strategies, Brand Management*

## TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Sketch
- **Data Visualization Software:** Tableau, Google Data Studio, Excel
- **Prototyping Tools:** InVision, Axure, Marvel
- **Communication Platforms:** Slack, Microsoft Teams, Zoom
- **Research Methodologies:** Surveys, Interviews, A/B Testing
- **Usability Testing Frameworks:** Tree Testing, Heatmaps, Remote Testing
- **Content Management Systems:** WordPress, Wix, Squarespace
- **Brand Development:** Positioning, Identity Creation, Messaging
- **Digital Marketing Strategies:** SEO, PPC, Social Media Marketing
- **Agile Methodologies:** Scrum, Kanban, Lean

## SKILLS

- User Experience Design
- Wireframing
- Prototyping
- User Research
- Figma
- Adobe Creative Suite
- Communication
- Team Collaboration
- Design Thinking
- Brand Strategy
- Customer Engagement
- Market Research
- Visual Storytelling
- Usability Testing
- Customer Insights
- Project Management

## EXPERIENCE

### Student UX Designer

University Project

January 2025 - Present

Chicago, IL

Contributed to a capstone project aimed at enhancing website engagement for a local non-profit. Developed core design strategies utilizing prototyping tools and conducting user research. Collaborated effectively within a team, iterating on design concepts based on continuous feedback to align improvements with user needs.

- Executed usability tests that increased user satisfaction by gathering relevant data and analyzing feedback.
- Created wireframes and prototypes through Figma, turning abstract concepts into actionable visuals.
- Facilitated presentations revealing insights and proposed solutions to faculty, praised for clarity and creativity.
- Promoted an iterative design process by liaising with stakeholders for constructive criticism, directly enhancing final output.
- Organized weekly design critiques for collaborative learning, helping peers improve their design methodologies.
- Integrated user feedback throughout the development stages, significantly improving user personas.

### Research Assistant

Academic Research

September 2024 - December 2024

Chicago, IL

Supported research efforts analyzing consumer behavior patterns and emerging trends in user experience. Responsibilities included data analysis, workshop facilitation, and collaboration with faculty and peers regarding innovative design techniques.

- Synthesized data analytics for consumer surveys leading to actionable recommendations featured in scholarly publications.

- Designed compelling visual reports in Tableau, providing clarity on user research finds for internal discussions.
- Culminated in developing a campus workshop focusing on best UX practices to empower fellow students.
- Actively engaged with community practitioners during symposium organization, fostering connections between academia and industry.
- Explored interdisciplinary methodologies with colleagues, optimizing approach to consumer-focused efforts.
- Documented outcomes in academic circles, enhancing department's prestige within the university landscape.

## Team Member

March 2025

### Hackathon Project

Chicago, IL

Participated in a high-paced competition where the goal was to develop a mobile app prototype within 48 hours. Focused on creating functionalities that improved community access to resources, ensuring optimal user interaction design.

- Conceptualized an accessible and straightforward interface via Adobe XD that facilitated swift user navigation.
- Presented initial findings to judges, earning recognition for the innovative blend of functionality and design principles.
- Engaged continuously with users for instant feedback, allowing for rapid iteration based on direct insights.
- Enhanced collaboration through brainstorming sessions, deriving collective solutions reflecting real environmental issues.
- Strengthened teamwork capability under pressure, ensuring every voice contributed to delivering a refined product.
- Fostering enthusiasm within the group heavily impacted overall project morale, significantly driving productivity.

## LEADERSHIP & AWARDS

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- Dean's List, University of Chicago, 2024-2025
- First Place, University Marketing Competition, 2025

## CERTIFICATIONS

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- Google UX Design Certificate 📅 2026
- Adobe Certified Associate in Visual Design 📅 2026

## PROFESSIONAL AFFILIATIONS

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- Member, University Marketing Club, 2024-Present
- Volunteer, Local Non-Profit Organization, 2023-Present

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST