

Savannah Redlinger

(810) 923-0414
savriley@umich.edu
savriley.com

Education

University of Michigan, Ann Arbor
B.S. in Information, UX Design
Minor in Digital Studies
Cumulative GPA 3.87
September 2017 – May 2021

Resume Objective

Recent University of Michigan graduate with a formal education in User Experience and 3+ years of University Marketing experiencing looking to leverage my diverse and unique range of experience to continue to put the user first and solve tough problems. Hoping to find a role that will continue to both teach and challenge me.

Tools & Skills

Social Media	HTML & CSS
Infographic Design	Python
SEO	Processing
Email Marketing	
	Adobe Suite
UX/UI Research	Figma
Personas	Microsoft Office
Journey Mapping	Cision
Competitive	Flodesk
Analysis	Trello
Wireframing	Pivotal Tracker
Rapid Prototyping	

Awards

Asian Language and Cultures Award for Excellence in Hindi

This award honored students who excelled in class within the South Asian Language Department at the University of Michigan.

Interests

Books, Interior Design, Podcasts, Movies, Filmmaking, Video Editing, Event Planning, Fictional Writing, Travel.

Current Favorite Books:

The Defining Decade — Meg Jay, PhD
The Hunting Party — Lucy Foley
Beach Read — Emily Henry

Experience

Michigan News | September 2017 – Present *Web Design, Editorial, and Social Media Intern*

As part of the University of Michigan's Office of the Vice for Communications, I help promote the research, teaching, and public service of university faculty and staff. My role at Michigan News started as a front desk job where I answered phones and greeted guests. By advocating for myself and taking every opportunity to learn I was able to transform my role and work on hundreds of projects, spanning all aspects of the department.

In this role, I curate daily reports of international news citations, post and promote Michigan News press releases through both social media and email marketing, design social media posts and infographics, and collaborate on departmental projects. Among these projects, I help edit and promote the alumni publication's podcast, spearhead Reddit "Ask Me Anything" events with faculty members and improve accessibility features across the Michigan News website.

Detroit Economic Growth Corporation | September 2020 – April 2021 *User Experience Student Consultant*

As a student consultant, I worked on a team of four to conduct user research and provide recommendations for DEGC's new BuyDetroit Portal. DEGC hopes to help small, local, women-owned, and minority-owned businesses find sustainable growth that increases diversity in Detroit's small business supplier ecosystem. Through interviews with suppliers, surveys, journey mapping, and design iterations we provided formal recommendations for educational opportunities to reach DEGC's goal of supporting suppliers.

The Better Mom | August 2019 – Present *Creative Media Assistant*

I design, post, edit, and curate content for thebettermom.com and its associated social media profiles. On a weekly basis I create and distribute marketing emails to over 16,000 recipients, design graphics and write social media copy for over 45.9k Instagram followers, and create promotional content for a successful podcast. I also help brainstorm new ideas to promote engagement, increase site traffic, and relate to the target user. I focus on writing content that aligns with company branding and designing graphics that keep up with current trends.