

# Savannah Redlinger

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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

## 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	

## References

*Mentor* — Safiya Merchant  
(773) 879-2212, safmerch@umich.edu

*Previous Leadership* — Nicole Smith  
(734) 764-7260, nrhoads@umich.edu

*Current Client* — Ruth Schwenk  
(419) 810-8545, ruth@thebettermom.com

## Interests

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

Current Favorite Books:  
*The Defining Decade* — Meg Jay, PhD  
*Beach Read* — Emily Henry

## 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.

## Experience

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

- *Year One* — Responsible for fielding phone calls from media contacts, welcoming guests, sending press releases through Cision, and curating international news reports daily.
- *Year Two* — Transitioned to primary person for posting press releases on the news site, writing & posting social media content, and designing graphics while supervisor was on leave for 3+ months.
- *Year Three* — On top of previous responsibilities, participated on content curation projects, worked on complete revamp of Michigan Today podcast including enhancing accessibility, assisted on planning and execution faculty Reddit AMA's.
- *Year Four* — Improved digital content creation skills through projects in aftereffects, worked on a team to develop a new in office podcast, created new spot graphic template for displaying statistics on the news site, designed and curated a monthly social media & website analytics report.

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

- Design, post, edit, and curate content for thebettermom.com and its associated social media profiles.
- Create and distribute marketing emails weekly 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.
- Help brainstorm new ideas to promote engagement, increase site traffic, and relate to the target user.

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

- Worked on a team of four to conduct user research and provide recommendations for DEGC's new BuyDetroit Portal.
- Through interviews with suppliers, surveys, journey mapping, and design iterations we provided formal recommendations for supplier educational opportunities.
- Project resulted in a series of events centered around topics to equip suppliers launching summer of 2021.