

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

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 Analysis	Flodesk
Wireframing	Trello
Rapid Prototyping	Pivotal Tracker

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.