

BERKELEY CHASE CHANDLER

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EDUCATION

Master of Industrial Design Aug 2023 - May 2026
Georgia Institute of Technology

- GPA: 4.00
- Awards: Lebowsky Fellow, GTF Scholar

MA in Emerging Media Jan 2021 - May 2023
University of Georgia

- Graduated with a 4.00 GPA
- Accepted to an accelerated dual-degree track to take graduate-level courses while still an undergraduate student

BS in Psychology, Minor in Business, Certificate in New Media Aug 2018 - May 2022
University of Georgia Honors Program

- Graduated Summa Cum Laude with Highest Honors Distinction (3.95 GPA, 4.00 Major GPA)
- Awards: 6x Presidential Scholar, 3x Dean's List, Experiential Learning Scholar, Zell Miller Scholar

SKILLS & CERTIFICATIONS

Research: Interview Conducting and Notetaking, Surveys, Qualtrics, Research Design, Data Synthesis, Data Analysis

- Social & Behavioral Research Certification (*July 2020 from CITI*)

UX Design: Personas, User Testing, Wireframes, Journey Mapping

Industrial Design: Technical Sketching, Laser Cutting, 3D Printing, Materials (Foam, Wood, Cardboard, Piezoelectrics, Cork, etc.)

Graphic Design: Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), Figma, Canva

Web/App Development: HTML, CSS, Bootstrap, WordPress, JavaScript, SwiftUI, GitHub

Marketing: A/B Testing, Instagram, LinkedIn

- Google Analytics 4 Certification (*November 2022 from Google*)

Other: Public Speaking, Project Management, Photography, V/A Recording & Editing (Adobe Premiere Pro & Audition)

PROFESSIONAL EXPERIENCE

Research Assistant May 2023 - Aug 2023
Shepherd Center, Atlanta, GA

The Shepherd Center is a private, non-profit hospital that focuses on rehabilitation for people with spinal cord and brain injuries.

- Conducted market research for the Assistive Technology department into the leading smart home products in order to speed up an initiative in implementing smart home technology in patients' rehab
- Built multiple comprehensive patient-facing guides from my discoveries, including introductory information explaining how smart home devices and systems work; individual installation guidelines for 10+ products; and troubleshooting guidelines
- Built a comprehensive guide of recommended actions for the PTs on which devices to implement and how in order to fit a variety of patient needs within their recovery

Graduate Program Assistant Aug 2022 - May 2023
UGA New Media Institute, Athens, GA

The New Media Institute is an academic unit dedicated to exploring the commercial dimensions of emerging technologies.

- Advised 400+ students in the New Media Certificate, the largest certificate program offered at the University of Georgia
- Instructed 240+ students as the Teaching Assistant for the program's introductory course and industries course, where I made announcements and instructed students in large classroom settings, led discussions in smaller breakout classroom settings, handled all individual communication with students, and assisted in creating curriculum and grading assignments
- Built the timeline and content for daily update messages to be sent out to 650+ students/faculty via Slack, and oversaw daily direct communication with students through a variety of platforms, ensuring timely communication

UX Consultant Aug 2021 - Dec 2021
UGA New Media Institute, Athens, GA

The New Media Institute is an academic unit dedicated to exploring the commercial dimensions of emerging technologies.

- Hosted weekly consulting sessions where I assisted students in their coursework by displaying competency in multiple fields
- Built 3 educational deliverables to be used as references for future students
- Referred to this role by two staff member's recommendations based on excellence in work shown in their courses

CX/UX Design Intern May 2021 - August 2021
Florida Blue, Jacksonville, FL

Florida Blue is a local branch of Blue Cross Blue Shield and is a leading healthcare provider for the state of Florida.

- Orchestrated an internal qualitative research initiative from start to finish, leading to the creation of 2 tangible deliverables displaying results and recommended actions moving forward for the entire CX department's onboarding process
- Presented said research initiative to 20+ colleagues from multiple departments, including higher-up members of the company
- Built a total of 14 deliverables for 6 different projects, including journey maps, presentation decks, data synthesis boards, wireframes, and work session templates
- Conducted note-taking and data analysis for 20 hours worth of qualitative research
- Synthesized data from 60+ documents to build a comprehensive summary of all prior research conducted by the company in preparation for a major research initiative, speeding up the initiative timeline by two weeks
- Built the wireframe for a Human Centered Design certificate course that would act as an internal company resource for 100+ employees in multiple departments, as well as the majority of the content that would be a part of the course

COMMUNITY SERVICE & LEADERSHIP

Division 1 Student Athlete

Apr 2023 - Present

Georgia Institute of Technology Cheer Team

- Support efforts of Georgia Tech's athletics and marketing programs by leading student spirit at sporting events and other public appearances
- Chosen to be a member of the advanced squad within the team training to compete at the National Cheer Association's annual collegiate nationals competition based on my skill set, work ethic, and attitude

Honors Teaching Assistant

Aug 2019 - May 2023

UGA Honors Program

- Taught 16 class lectures/activities in a weekly seminar for students in their first semester of the UGA Honors Program
- Directly oversaw 15 students throughout the semester, helping them develop academic and personal skills

PROJECT EXPERIENCE

UX Research & Web Development Lead

Aug 2022 - May 2023

Emerging Media Masters Capstone Project

This year-long project included the creation of a six-episode podcast series, as well as branding and a supplementary website.

- Conducted preliminary research into our target demographic to establish the trajectory of our project
- Created a 35-page user experience research protocol and all assisting materials for it (e.g. surveys, forms, scripts) for our website and podcast's user testing
- Built our entire supplementary website, conducted user testing, and enhanced the site based on our research insights
- Assisted in ideating, planning, recording, editing, and publishing six full-length podcast episodes

Project Manager

Jan 2022 - May 2022

New Media Certificate Capstone Project

This semester-long project included the creation of a charitable NFT collection used to raise funds for UGA HEROs.

- Managed our team of 5 students by leading meetings, delegating tasks, monitoring progress on all deliverables, and handling all communications and project planning with our client
- Initiated contact with our client to establish a clear vision for the end goal and build a timeline for the project, and handled all communications with them to update them on progress throughout the semester

Research Lead

Feb 2022 - Mar 2022

UGA Digital Marketing Competition

The UGA Digital Marketing Competition allows students to create a multichannel marketing campaign for the year's sponsoring company. This year's campaign centered around Kwikset Smart Locks.

- Finalist in the competition, being a member of 1 of 6 teams to progress to the final round after starting off with 24 teams total
- Led user research for our team's entire initiative by interviewing 15 individuals, synthesizing all qualitative data found, and communicating significant insights to the rest of the team to guide them toward their decisions on tactics

Undergraduate Research Assistant

Jan 2021 - May 2021

UGA Digital Leadership, Innovation, Networks, & Collaboration Lab

The UGA LINC Lab is an I-O psychology lab aiming to understand phenomena that enable teams to tackle challenges effectively.

- Contributed to the set-up of field research for the Army Research Institute in order to study team leadership dynamics
- Synthesized data from studies over 50 years for a meta-analysis regarding personality factors tied to workplace performance

Project Manager

May 2020 - July 2020

UX Strategy Class Portfolio

This semester-long project was a full-scale usability study for the academic platform eLC.

- Took initiative to lead a team of 6 students through our project by leading meetings, assigning roles, delegating tasks, and monitoring progress on all deliverables
- Built the content for our personas and usability research protocol, which were both then used to conduct user testing
- Developed the usability report from user testing results, including recommendations for how to improve the interface