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## Education

### Northeastern University

BFA in Graphic Design expected May 2018

- Founding member of Scout, Northeastern's Student-led Design Studio. Developed overall brand strategy and launched a speaker series.
- Relevant courses in interaction, information and graphic design. Studied with Doug Scott and John Kane.

### Volunteer Experience

an integral part of my education

- President of DREAM Mentoring Program, leading 30 mentors as they work with children in government housing.
- Chairman of the Habitat for Humanity Youth Advisory Board, facilitated the community service efforts of more than 1,000 students across 6 different build sites.

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## Experience

iFactory Spring 2017

### Information Architecture & UX Co-op

Boston, MA

- Focused on building websites and complex CMS solutions for a range of education and nonprofit clients
- Worked on all aspects of UX research, from developing personas to conducting usability tests
- Used Axure to wireframe and prototype new architectural systems for web content
- Presented work directly to clients on a weekly basis, framing solutions to build consensus

Scout Fall 2016

### Project Lead

Boston, MA

- Rebranded and built a new website for an online learning platform for autistic children
- Lead a team of 2 designers and 2 developers, serving as both account manager and lead UX designer
- Created project proposals, creative briefs and sprint plans to ensure all work was process driven and sustainable
- Managed the project using agile product development workflows and tools

SYPartners Summer 2016

### UX Design Intern

New York City, NY

- Worked in an agile process on both the visual and UX design of an e-learning platform
- Optimized the information architecture and user experience of the company website to reflect a new brand story
- Revamped newsletter content strategy to be interactive with a focus on data and analytics
- Designed, prototyped and user tested a new app for internal employee communication

GoodPeople.com Summer 2015

### UX Design Intern

Buenos Aires, Argentina

- Joined a fast-paced eCommerce start up in Latin America and the United States
- Redesigned the UI of all product pages, using market research and user testing to optimize for higher conversion
- Changes resulted in an increased conversion rate and a larger average cart size
- Lived and worked in Argentina for 3 months, communicating primarily in Spanish

Scout 2014 – 2016

### Director of Events

Boston, MA

- Created 8 events and workshops every semester, bringing in guest speakers from around the design community
- Booked presenters from companies such as Astro Design, Zappos, IDEO and Monotype
- Promoted events online and on campus, positioning Scout as a design resource for more than 500 students (and growing)

StartUp Weekend Summer 2014

### Co-Founder, AskMore

Boston, MA

- Built and launched AskMore, an app that facilitates live Q&A at conferences and events
- Worked with a team of four to build out a full business plan and working app during a 3-day sprint
- Presented the go-to-market strategy and ran a live demo of the app for a crowd of 300
- This project won 2nd place

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## Expertise

### Skills

- UI/UX design
- Project management
- Usability testing
- Design thinking for business strategy
- Conversational Spanish

### Software

- Illustrator, Photoshop, InDesign & Bridge
- Axure, Sketch & Zeplin
- WordPress & HTML/CSS for prototyping
- Sketchup, 3D printing & laser cutting
- Google Analytics, Mailchimp & Hubspot
- Trello, Invision & Slack

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# Mo Godin

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