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## Jeremy Rook

UX Research, Design & Strategy

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### About

People-focused UX professional with a master's degree in Human-Computer Interaction with over four years of experience performing research, designing web pages, and setting (and achieving) long term goals for Enterprise UX teams. I love telling credible, rigorous, and authentic stories.

### Skills & Abilities

- Qualitative research
- Quantitative research
- Prototyping
- Presentation / Storytelling
- Public Speaking / Presenting
- Learning / Curiosity
- Problem Solving
- Working German Fluency

### Contact

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## EXPERIENCE

### Auto-Owners Insurance Company

June 2018 – Present

- Regular execution of **qualitative research** – including contextual inquiry, moderated user interviews, usability studies, heuristic evaluations, and more.
- Use of **quantitative research**, including surveys and Google Analytics.
- Regularly managing more than 4 **design projects**; responsible for designing and iterating on processes and web pages for internal and external users, especially wireframing and prototyping through Axure. Experience in managing projects in Agile.
- As **research lead**, I am responsible for the improvement of the quality and reach of our research through adoption of tools (like Alchemer, UserZoom and EnjoyHQ), training on methodologies, and advocating for research in every step of a project.

### Michigan State University

March 2014 -June 2018

- Implemented a proactive approach to IT administration, choosing to retain touchpoints with all members of my department to address issues before they arose.
- Acted as a facilitator between business teams and technology teams, providing insight into how technology could speak into business needs.

## EDUCATION

### M.A. Human-Computer Interaction

Michigan State University

Focus on User Experience research and design. Developed a deep understanding of the importance of proper application of UX principles to a wide array of disciplines.

### B.S. Media Communications Technology

Michigan State University

Focus on Information Communications Technology, as well as a substantial course load that prepared me for a career in User Experience. Cognate in German.