

Brynne Hollasch

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Education

Western Washington University (WWU), Bellingham WA • September 2017 – June 2021

- Bachelor's of Science in Psychology with minors in User Experience (UX), Internet Resource Creation & Management, and French
- 3.93 GPA (magna cum laude)

Work Experience

UX and Community Engagement Analyst, CariClub • April 2022 – Current

CariClub matches high-achieving professionals with high-impact nonprofit board opportunities

- Analyzed user experience of CariClub's web interface by using Trello to report bugs and provide feedback and suggestions for improvements based on UX design principles and web accessibility guidelines
- Tracked and updated the progress of CariClub's members using CRM tools so that clients receive detailed and accurate reports
- Streamlined member and nonprofit experience by offering guidance on placement process, 1:1 meetings, and encouraging platform usage and engagement resulting in faster and increased member placement on nonprofit boards

UX Research Associate, WWU, Bellingham WA • August 2021 – April 2022

- Focused on understanding students with disabilities experiences in higher education
- Wrote, formatted, and conducted manual testing with a screen reader of a survey of about 150 questions
- Recruited and analyzed survey responses from 800+ students
- Wrote and formatted interview questions for accessibility specialists and for students with disabilities
- Conducted 21 in depth interviews with students, took notes, analyzed, and concisely conveyed findings to the research team

UX Capstone Project with Airbnb • April – June 2021

- Worked with a multidisciplinary team to find a solution to make Airbnb more environmentally sustainable
- Used many UX-specific methods during brainstorming and research such as crazy 8's, affinity mapping, wireframes, user journeys, etc.
- Conducted user research using surveys, interviews, and usability testing
- Pitched our research findings and ideas to design and research leads at Airbnb

Accessibility Intern, WebTech, Bellingham WA • January – March 2021

- Reviewed and tested site navigation using a screen reader and keyboard-only navigation to identify accessibility bugs
- Provided suggestions to website owners on how to improve UX for screen reader users
- Worked with accessibility experts to get a deeper understanding of disabilities and assistive technology
- Used SiteImprove to find accessibility issues on WWU's website
- Attended meetings with the WebTech accessibility team and other accessibility committees to track current issues and progress in the web accessibility community

Research Projects

DemocracyLab, User Researcher • January 2022 – March 2022

- Volunteered about 5 hours a week on the research team focused on internal volunteers
- Recruited interview participants and organized interview scheduling
- Conducted user interviews and created empathy maps to derive meaning from the interviews

Psychological Research, Western Washington University • January 2018 – June 2021

- Conducted multiple research projects during undergrad
- Worked in groups to conduct both qualitative and quantitative research
- Used SPSS to analyze statistical data
- Synthesized past literature with current research
- Conveyed findings of original research, along with papers on existing literature, in APA style research papers

Skills and Experience

Survey creation, usability testing, creating and conducting interviews, affinity mapping, user journeys, personas, prototype creation, storytelling, concise writing, public speaking, Microsoft Forms, Figma, Miro, Photoshop, Illustrator, HTML, CSS, Python, Copper CRM Zapier, Trello, VoiceOver (Mac built in screen reader), manual testing using VoiceOver,

Community Involvement / Volunteer Work**Crisis Counselor, Crisis Text Line, Remote • February 2020 – current**

- Volunteer 4+ hours a week
- Converse with and provide support for people in emotional crisis via text messaging
- Help texters deescalate from crisis mode by safety planning, brainstorming coping skills, and finding resources specific to their situation

Mentor, Mary Purcell Elementary School, Sedro-Wooley, WA • January – March 2018

- Through Compass to Campus, mentored about 20 fifth grade students two days a week for a total of 4 hours a week

Honors, Awards, and Certificates**Western Advanced Accessibility Training • 2021****Crisis Counselor Certificate • 2021**