

Caleb Kohn-Blank

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EDUCATION

University of Rochester

Bachelor of Arts, Digital Media Studies (Magna Cum Laude)

Certificate in User Experience/User-Centered Design

Semester Abroad at Nanyang Technological University, Singapore

Take 5 Scholars Program, Selective Post-Graduate Academic Year

Rochester, New York

May, 2025

May, 2025

January, 2024 - May, 2024

August, 2025 - May 2026

EXPERIENCE

Studio X

Project Lead & XR Specialist

Rochester, New York

August, 2023 – May, 2026

- Designed and facilitated hands-on workshops teaching XR technologies, 3D modeling, and immersive design principles to students and campus stakeholders.
- Developed and implemented XR adoption workflows that enabled successful deployment of educational VR technology for community partners and local schools.
- Assisted in arranging and working in-person events marketing Studio X services to the University of Rochester campus and at a national Designing Libraries conference.

University of Rochester Digital Scholarship

User Experience & Engagement Intern

Rochester, New York

May, 2025 – August, 2025

- Collected and synthesized feedback from 85+ students and faculty through surveys and interviews to identify usability challenges and improvement opportunities.
- Designed wireframes and high-fidelity prototypes in Figma that streamlined navigation and improved user experience for university web-hosting services.
- Translated research findings into actionable recommendations that supported stakeholder decision-making and future service enhancements.

Perfect Selection Marketing

Intern, UX Designer

New York, New York

June, 2024 – August, 2024

- Conducted UX audits across 10+ ecommerce storefronts, identifying usability issues and recommending improvements to customer experience and conversion paths.
- Created and maintained visual identity systems including logos, typography, color systems, and digital assets across multiple client brands.
- Collaborated with design and marketing stakeholders to implement UX improvements supporting traffic growth and customer engagement

SKILLS & TOOLS

Software:

- Figma, Blender, Illustrator, Photoshop, InDesign, Premier, After Effects, Framer, Shopify, Flutter, Github, JSON, Unity, Canva, R Studio, Agisoft Metashape

User Experience / HCI Skills:

- User Testing, User Research, Wireframing, Iterative Design, Low Fidelity Prototyping, High Fidelity Prototyping, Competitive Analysis Matrix, Affinity Mapping, Persona Writing

Soft Skills:

- Professional quality writing, Leadership, Teamwork, Collaboration, Creative thinking, Communication, Teaching

Honors

- 2025 Digital Media Studies Community Engagement Award
- 2023 University of Rochester Tom Hope Memorial Scholarship Winner
- University of Rochester Take 5 Scholar
- Dean's List, 7 out of 7 semesters
- Dean's Scholarship, 4 out of 4 years