Eileen Calub

UX Researcher | Content Designer

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Hello and Kamusta! I'm an empathetic UX researcher and content designer with a background in linguistics and journalism.

WORK EXPERIENCE

Junior Content Strategist & UX Researcher June 2023 - Present
Bristol Myers Squibb

- Conduct user research, including usability testing, diary studies, card sorting, A/B testing, and user interviews for an employee portal serving 34,000 users, and present analyses to stakeholders.

UX/UI Design Intern February - May 2023
Resilience, Inc.

- Developed user flow, wireframes (lo-fi and hi-fi), and interactive prototype for AIMEE, an AI-powered meditation app utilizing Speech Emotion Recognition (SER), and conducted usability testing and competitive analysis to define unique value proposition.

UX Researcher January - May 2023
The Citizen Project

- Led user discovery and competitive analysis for The Citizen Project, connecting 12,000 Roosevelt Island residents to civic resources
- Recruited elderly and disabled community members for user research, conducted remote interviews, documented pain points, and delivered insights to design team.

UX Playtester (Volunteer) November 2022 - Present
Maximum Games

- Playtest three to five unreleased PC video games monthly, assessing various aspects and delivering detailed written feedback, ratings, and bug reports to developers.

ADDITIONAL INFORMATION

- Methods
  - User Interviews
  - Usability Testing
  - Diary Studies
  - Card Sorting
  - A/B Testing
  - Task Analysis
  - Competitive Analysis
  - Heuristic Evaluations
  - Surveys

- Languages
  - Native English & Filipino
  - Intermediate German
  - Conversational Spanish & Mandarin Chinese

- Interests
  - Digital Accessibility
  - Creative Writing
  - Harp

EDUCATION

Master of Science in Information Design and Strategy
UX/UI Specialization

Northwestern University
2024 - Present

Bachelor of Arts in Linguistics & International Studies
Mass Communications Minor

University of Florida
2019 - 2022

CERTIFICATIONS

Human-Computer Interaction (HCI) Professional Certificate

Georgia Institute of Technology

UX/UI for Gaming Certificate

ELVTR Course by Ivy Sang (Blizzard Entertainment)

TOOLS

Figma
Adobe Creative Cloud
Miro
Notion
Whimsical
ServiceNow
Jira
Github
Slack
Trello
Zoom
G Suite
Microsoft Office 365