

# CAROLINE EVANSON

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## EDUCATION

### **Master of Library & Information Science · Pratt Institute**

*New York, NY · August 2014 - September 2016*

Outstanding Academic Achievement of Masters program focusing on art, archives & user experience with emphasis on cataloging, arranging & presenting information through digital platforms.

### **Bachelor of Liberal Arts & Sciences · DePaul University**

*Chicago, IL · September 2001 - June 2004*

Major in Psychology with concentration on research methods & human services.  
Independent sociological research study abroad in Amsterdam.

## PROJECTS

### **Intrepid Museum – Information Experience Design**

- Developed and administered on-site interviews, conducted ethnographic research and a thorough competitive analysis.
- Designed and sourced icons to create a universal language to cater to the international visitor.
- Defined museum navigation using a color coded system allowing visitors to orient themselves within the museum.
- Presented research findings and design deliverables to a panel of board members and stakeholders at Intrepid Museum.

### **ARTinerary – User Experience Design**

- Created the concept for a digital platform that allows users to construct itineraries of gallery exhibitions in NYC.
- Conducted discovery research including creating a mood board, defining user groups and analyzing similar sites in a competitive analysis.
- Developed personas, a customer journey experience map and a user task flow.
- Designed digital prototypes for both mobile and desktop based on research findings to fit the specific user community's needs while adhering to design principles.

### **Maris/Semel Collection – User Research & Design**

- Conducted user centered and goal oriented qualitative research including writing and administering a survey to understand users and an in depth competitive analysis to understand content.
- Synthesized research findings analyzing content, navigation and appearance of similar sites into a report of recommendations to influence the design phase of the online exhibition project.
- Moderated usability testing of the final digital presentation and provided recommendations for the next iteration of the project.

## EXPERIENCE

### **Archive Assistant · Gap, Inc.**

*New York, NY · June 2015 - March 2017*

- Created digital records of physical assets by photographing, retouching, adding descriptive metadata into a custom digital asset management system focusing on user's needs.
- Organized and filed apparel into specific categories to create a physical clothing library for ease of reference.
- Kept up to date on current trends in order to best assist business partners with finding specific items, processing & tracking of borrowed & returned items.
- Partnered with PR and Marketing departments to source new acquisitions based on collection development policies.

## TECH

Photoshop.  
Sketch .  
InVision.  
Launch Metrics.  
Adobe  
Experience  
Manager.  
Microsoft  
Suite.  
ProQuest.  
EBSCO.  
Art Source.  
ARTstor.

## MLIS CLASSES

Information Architecture &  
Interaction Design.  
Advanced UX Design.  
Projects in Information  
Experience Design.  
Information Technologies.  
Arts & Digital Culture.  
Digital Asset Management.  
Projects in Digital Archives.  
Rare Books & Special Collections.  
Art Librarianship.  
Knowledge Organization.  
Information Services & Resources.  
Information Professions