

MORGAN ORANGI

Strategist | Storyteller | User Advocate

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EXPERIENCE

Digital Integrative Liberal Arts Center, Georgia Tech | Aug '16-Present Graduate Fellow & Research Assistant

- Explore how new media transform humanistic research questions by assisting humanities faculty with integrating technology into projects
- Determine most effective topic model and metadata visualizations through designs for 19th-century anti-slavery newspapers
- Craft lab's story and brand to increase awareness and collaboration

Net Impact | Oct '17-Present Food Fellow

- Increase distribution efficiency of non-profit that forages local produce for Atlanta homeless shelters and food pantries
- Collaborate with cohort and local community for larger social impact

Capital One | McLean, VA | June '17-Aug '17 Experience Design Intern

- Alleviated pain points in team's design process, focusing on close-out
- Aligned Capital One's digital card services to how customers perceive their relationship with money by making mental model diagrams as design guides
- Justified business and customer needs for design changes through storytelling with future use cases

Facebook | May '17 - June '17 Content Strategy Fellow

- Learned how content strategy functions in a social media organization
- Discovered new tools and methods at Confab Central conference

Office of Communications, Davidson College | July '13-July '16 Assistant Director of Digital Communications (Beginning April 2015) Digital Communications Coordinator

- Created stories through multimedia content for website + social media
- Guided content strategy with web/social analytics and qualitative feedback
- Managed institutional social media accounts; contact for 75 departments
 - Increased engagement rate on all channels; 3.6 - 6.3% on Instagram
 - Exceeded donor goal 9% for social media-based one-day fundraiser
- Pitched stories to local, regional, and national media outlets

AWARDS & ACTIVITIES

GVU Distinguished Master's Award | '17 Recipient

Selected to receive an award that recognizes top graduate students creating human-centered computing-powered innovations

HCI Graduate Council | Atlanta, GA | Jan '17-Present Elected Member

Act as liaison between HCI program students and administration to initiate and execute changes that improve the student experience

Center for the Visually Impaired | Atlanta, GA | Dec '16-Present Volunteer

Work with age K-5 students with visual impairments in the afterschool program to assist with social, technical and everyday skills

SKILLS

Research

Contextual Inquiry
Ethnography
Task Analysis
Usability Test (Morae)
Interview
Survey
Literature Review
Participatory Design
Heuristic Evaluation
Performance-Based Metrics

Design & Web Tools

Adobe Premiere/Photoshop
Sketch
InVision
Wordpress/Ingeniux/Drupal
HTML/CSS/Mathematica (Basic)
POP Prototyping
Principle

Web & Social Analysis

Hootsuite
Sprout Social
Iconosquare
Google Analytics
Cision

EDUCATION

Georgia Institute of Technology

MS Human-Computer Interaction
GPA: 4.0/4.0
Expected May 2018 | Atlanta, GA

Davidson College

BA Art History, Spanish Minor
GPA: 3.68/4.0, Cum Laude
May 2013 | Davidson, NC

University of Virginia

Hispanic Studies Program
GPA: 3.88/4.0
Fall 2011 | Valencia, Spain

COURSEWORK

Psychology Research Methods
Service Design
Information Visualization
Sonification Lab R&D
Principles of Interaction Design
Strategic Design Language