

Marisa Purcell's Professional Development Statement

My career goal is to work in user experience (UX). I hope to contribute to an organization's strategic decision-making by helping to make products, services, and systems optimally functional for the target user, such as a client visiting an organization's website or an employee accessing a software application or database in the organization's information pipeline. In the short term, I am looking for a position as a UX researcher. The ideal position would involve planning, conducting and evaluating qualitative and quantitative UX research. My longer-term goal is to have a leadership role in an organization working closely with project managers, designers, and engineers to steer product design and business strategies that promote the mission and vision of the organization and build better products for the target user. To achieve this longer-term goal, I plan to pursue studies in business to better understand how I can bring together product management and customer trust to drive revenue through customer engagement, and studies in anthropologic, ethnographic research methods and in human computer interaction to advance my understanding of technology's impact on human beings through design and behavioral studies.

Courses that have been instrumental in the development of my career goals include human computer interaction, digital humanities, data management and practice, and UX design. The human computer interaction course introduced me integral components of UX, including the study of visual design, human behavior, and qualitative research methods such as, wireframing, creating user personas, and literature review. In my digital humanities course, I performed quantitative research with statistical analysis of FBI hate crime data, created data visualizations, and designed a website with a classmate. In a data management and practice course, I

collaborated with a classmate and interviewed Dr. Kara Cooney, Chair, UCLA Department of Near Eastern Languages and Cultures and her research team to understand her short and long term needs to preserve her research data. I gathered information surrounding the management of her assets, presented viable storage options, and recommended website interfaces to share her research with others. Lastly, through my course in UX design I applied UX methods to every stage of the UX process, and worked with target users to provide UX-centered recommendations that benefit both target users and the organization. To advance my knowledge and experience in UX, I spent my last quarter at UCLA leading a research project with the UCLA library. A classmate and I used both qualitative and quantitative methods to develop a digital inventory tracking tool. The tool will manage the digital and hardware assets of the library and interface with the library's IT department.

My internship experience at the media company, TMZ and the technology company, IRIS.TV piqued my interest in working to inform business decisions and support target user needs. In both internships, I learned how information flows through an organization touching every employee, and how that information impacts the production and mission of the organization. As an intern at TMZ, I supported the Metadata Department in the digital asset management (DAM) process by managing, researching, and creating metadata and taxonomies for digital video and photograph assets in various content management systems. Understanding how the production, editing, or legal team would access these assets was important in describing, tagging, and cataloging TMZ's photograph and video assets. In my internship at IRIS.TV, I authored internal and client-facing whitepapers documenting the company's compliance of data privacy regulations including California Consumer Privacy Act, General Data Protection

Regulation, ePrivacy Regulation, Video Privacy Protection Act, and Children's Online Privacy Protection Rule. These whitepapers described the company's data collection process and were created to inform clients as to how IRIS.TV has designed their services and product around these regulations to protect clients' data.

My experience with the UCLA chapter of the Association for Information Science & Technology (ASIS&T) helped shape my interest in UX. I participated on the board of the student chapter serving first as Vice President and more recently as President of the board. The group shares ideas and we collaborate with like-minded students interested in UX. My participation in ASIS&T was motivated by the need to bring technology and information tools to students in the UCLA Master of Library and Information Science (MLIS) program. This included coordinating a meet-the-professor session with Dr. Leonard Kleinrock, the UCLA professor considered to be the pioneer of what we know today as the Internet. I also arranged and organized an introduction to coding workshop in which MLIS students learned basic coding skills to build their own website. I plan to continue involvement in ASIS&T and become a member of the UX Professionals Association (UXPA) to connect with and learn from individuals in the user experience field.

My matriculation in the UCLA Information Studies Department has been invaluable to my personal and professional development. The skills and knowledge I have gained during my graduate education have prepared me well for a user experience role.