

CAIRA BLEVINS

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EDUCATION

University of Michigan, School of Information

Master of Science, User Experience Design

Ann Arbor, MI

May 2025

University of Michigan, School of Information

Bachelor of Science, User Experience Design

Ann Arbor, MI

April 2024

EXPERIENCE

STEM Tutor

Figure Skating in Harlem, Inc.

Dec 2024 – Present

New York, NY

- Tutor 20+ K–12 students weekly in STEM subjects, adapting lesson plans to individual learning styles and improving average test scores by 35%
- Design tailored instructional materials and provide structured progress updates to parents, contributing to a 90% session retention rate

UI/UX Designer

Starward Game Studios

Sep 2024 – Apr 2025

Ann Arbor, MI

- Led end-to-end UX research for an AI-driven gaming platform, conducting 15+ user and parent interviews and co-design sessions to define 3 personas and 4 primary user flows
- Created wireframes, interactive prototypes, and 20 high-fidelity screens in Figma, reducing development rework by 30% through early design validation
- Performed competitive analysis and heuristic evaluations using Nielsen Norman's 10 Usability Heuristics, identifying 12 usability gaps and improving interface consistency
- Collaborated cross-functionally with engineers, product managers, and parents to ship parental controls, adaptive AI, and social features for 100% age-appropriate compliance

UI/UX Designer

Toyota Motor Corporation

Sep 2023 – Apr 2024

Ann Arbor, MI

- Designed a mobile and infotainment hitching app from scratch, delivering 35+ high-fidelity screens and a cohesive design system across 2 platforms
- Led user research including 8 interviews, 3 personas, and 3 user flows; redesigned tutorial content resulting in a 35% increase in retention and 25% faster task completion
- Presented full research-to-execution design process to Toyota's cross-functional team of software engineers, researchers, and marketing leads
- Awarded 1st place out of 145 projects at the UMSI Exposition for exceptional design, research, and technical execution

Data Analyst Co-Op

DTE Energy

Feb 2022 – Apr 2024

Detroit, MI

- Redesigned legacy Access Database code into optimized SQL using DbVisualizer, improving data retrieval speed by 40% across 3 departments
- Initiated Python automation for shortage reporting, reducing manual processing time by 80% and eliminating 10+ hours of weekly manual work
- Contributed to migration of 5+ legacy datasets to Azure Cloud Platform, streamlining cross-functional data access for 50+ stakeholders

Case Design Intern

Signal Advisors

Jun 2023 – Aug 2023

Detroit, MI

- Designed macro buttons in Excel using JavaScript to streamline workflow, reducing database navigation time by 60% for a team of 15+ advisors
- Conducted user research on insurance annuities and elderly clients, synthesizing findings into 5 actionable UI recommendations adopted by the product team
- Performed heuristic evaluations identifying 8 usability issues; collaborated with cross-functional teams to translate requirements into effective UI designs

SKILLS

Design: Figma, Adobe Creative Suite (Illustrator, Photoshop), Miro, FigJam, Wireframing, Prototyping, Design Systems

Research: User Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, A/B Testing, Survey Design, Affinity Mapping

Technical: HTML, CSS, JavaScript, Python, SQL, Git, VS Code, Front-End Development

AWARDS

1st Place, UMSI Design Exposition

First place out of 145 projects for Toyota Tow Assist — recognized for design excellence and user research rigor.

April 2024