

# Aurelia Hudak

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## EDUCATION

### University of Michigan

#### *Master of Science in Information:*

- User Centered Agile Development, Big Data Analytics (Dual Focus)

#### *Bachelor of Science in Biology; Minor in Graphic Design*

Ann Arbor, MI

May 2025 (Expected)

May 2022

## EXPERIENCE

### General Motors

#### *UX Design Consultant*

Remote

Jan 2025 – Present

- Designed a high-fidelity, multi-interface prototype for an emerging GM technology; successfully presented to stakeholders, emphasizing data-backed decisions aligned with user and business goals.
- Employed an iterative design process for in-car and mobile interfaces, effectively addressing usability challenges, business constraints, user needs and emotions, and technology limitations.

### Michigan Medicine

#### *Front End Developer/ UX Designer*

Ann Arbor

Jan 2025 – Present

- Designed and developed a web platform that empowers patients to share their experiences, allowing practitioners to analyze trends and enhance patient-centered care.
- Developed a scalable component library in Figma, defining typography, color palette, and interactions.
- Partnered with a team of seven developers to create a functional, responsive web application using React, HTML, and CSS, leveraging Agile methodologies and Jira for streamlined collaboration.

### Assign AI

#### *Product Manager*

Remote

November 2024 – Present

- Managed a cross-functional team, including a front-end developer and a data scientist, using agile methodologies to ensure alignment with company goals; improved feature implementation efficiency by 22% as observed by evaluating timelines and task completion rates.
- Adapted to a fast-paced startup environment by balancing multiple roles, swiftly responding to evolving business needs, and ensuring seamless project progression through flexible prioritization and resource management.

### UX Designer

May 2024 – November 2024

- Collaborated directly with developers to integrate design solutions from ideation to implementation, improving user satisfaction scores by 20% based on user survey analysis.
- Efficiently prototyped and wireframed to quickly ideate through ideas backed by user research data, allowing for quick performance assessments such as a/b and usability testing while meeting deadlines.
- Quickly adapted to shifting startup objectives by multitasking and making data-driven design decisions, ensuring all project milestones were achieved without compromising quality.

### Cengage Learning

#### *UX Research Consultant*

Remote

Jan 2024 – May 2024

- Led a research initiative conducting 6 user interviews, 20+ surveys, 5 usability tests, and employing comparative evaluations and heuristic assessments, providing a basis for actionable recommendations.
- Prioritized accessibility by researching interactions limited by visual and mobility impairments, gathering feedback from diverse users, and evaluating the site against WCAG guidelines; adjustments in navigation and contrast were implemented, reducing user drop-off on both web and mobile platforms.

### College Campaign for Voting

#### *UX Designer*

Ann Arbor, MI

Jan 2022 – June 2022

- Developed a mobile app design within brand guidelines using Figma, contributing to a bipartisan campaign that increased campus voter turnout from 47.1% to 52.6% (3,699 vote increase) in 2022.

## SKILLS

**Languages:** HTML, CSS, JavaScript, Python, R, SQL

**Tools:** Figma, Adobe Creative Suite, Axure, InVision, Miro, Google Forms, Linear, Jira, Google Analytics, Tableau, Excel, Sketch, Asana, Monday.com

**Skills:** Wireframing, Information Architecture, Iterative Prototyping, User Testing, Qualitative/Quantitative Data Analysis, Survey Creation, Data Visualization, Stakeholder Presentations, Collaboration & Communication