

PROFESSIONAL EXPERIENCE

Graduate Research Assistant • Georgia Tech Research Institute
August 2020 - Present • Smyrna, GA

- Developing a vehicle command & control interface to simplify & streamline communication to and between unmanned underwater vehicles.

Communications Assistant • Northwest Family YMCA
May 2018 - March 2020 • Kennesaw, GA

- Responsible for coordinating all digital communication for camp programming, resulting in consistently higher parent satisfaction scores.
- Collaborated with the Vice President of Marketing to design artifacts for adoption at all 24 YMCAs in the Association.

Merchandise Chair • UGA Miracle
March 2018 - February 2019 • Athens, GA

- Created the merchandise department by formalizing responsibilities, procedures, and expectations for designing, selling, and distribution.
- Built a digital storefront and implemented online preorders, resulting in a 340% increase in revenue and the organization's first positive profit margin.

Student Research Assistant • Georgia Tech Research Institute
May 2017 - August 2020 • Smyrna, GA

- Responsible for assisting with a variety of departmental strategic internal research and development projects.
- Developed a graphical user interface for an undersea simulation environment, increasing efficiency and ease of use for researchers.

Media & Graphics Coordinator • UGA Miracle
March 2017 - February 2018 • Athens, GA

- Responsible for managing a team of 9 graphic designers and 4 photographers to create marketing & communication materials.
- Redesigned the organization's branding and website, establishing a consistent messaging & identity organization-wide and increasing web traffic by 150%.

Graphic Designer • Northwest Family YMCA
May 2013 - May 2018 • Kennesaw, GA

- Responsible for designing graphics, flyers, apparel, and marketing materials.

SELECTED PROJECTS

Glow - An app that helps couples in long distance dating relationships engage in meaningful asynchronous digital communication by building on the experience of physical love letters, increasing companionship and wellbeing within the relationship.

Borrowing Board - An app that facilitates borrowing and lending on the Georgia Tech campus by using digital bulletin boards to connect students within and between residence halls, decreasing excess spending and waste.

MEAL - An app that helps Georgia families access healthy foods by connecting them with local summer meal programs and farmer's markets that accept SNAP. I created MEAL during a 36 hour design competition, winning an award for Best Solo Hack.

 jacktowery.com

 jacktowery@gmail.com

 [linkedin.com/in/jacktowery](https://www.linkedin.com/in/jacktowery)

EDUCATION

M.S. in Human-Computer Interaction

Georgia Institute of Technology

Expected May 2022

Digital Media Specialization

B.S. in Computer Science

University of Georgia

May 2020, *Summa Cum Laude*

New Media Studies Certification

SKILLS

Design

Wireframes • Prototypes • User-Centered Design
Interaction Design • Web Design • Mobile Apps
Branding • Logos • Apparel • Marketing Materials

User Research

Affinity Mapping • User Personas • Empathy Maps
Contextual Inquiry • Competitor Analysis • Surveys
Task Analysis • Usability Testing • Visual Analysis

Tools

Adobe Creative Cloud • Figma • Miro • LaTeX
MATLAB • Git • Android Studio • XCode • RStudio

Development

HTML • CSS/SASS • JavaScript • jQuery • Swift
Java (Android) • Python • Swift • MySQL • Node.js

AWARDS & HONORS

Best UX Award

UNC Chapel Hill Hackathon • 2019

Presidential Scholar

University of Georgia • 2020, 2019, 2018, 2017, 2016

CERTIFICATIONS

Department of Defense Security Clearance
CITI Responsible Conduct of Research Certification
CITI Human Research IRB Certification