

EMMA POWER

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First Class Digital Interaction Graduate

I am an enthusiastic and confident designer with a passion for blending people, technology, and design. I thrive in busy and fast paced environments, where I can contribute ideas and collaborate effectively in a team. I'm eager to find a role in the creative industry to apply my skills and contribute to exciting projects.

EDUCATION

First Class BSc Hons,
Digital Interaction Design
DJCAD, University of Dundee
(2019-2023)

HNC, Computing
Dundee and Angus College
(2017-2018)

SQA National 5 & Higher
Kemnay Academy
(2011-2017)

PROJECTS

want to hold my hand?
Honours Project - A playful installation
that encourages people to make
consensual, physical touch.

Creative Bloc
Group Project - Addressing creative 'bloc'
by designing an interactive installation
inspired by nature. Using sound and
lights, we created a calming atmosphere
to spark creativity.

GrooveGo
UX/UI Project - An interactive educational
game that teaches coding through
dance, making learning to code a fun and
exciting experience for children.

EXPERIENCE

UX/UI Design Internship
Moment One (2020-2021)

- Collaborated with an innovative team, gaining valuable insights into start-up operations.
- Conducted research to identify end-user needs and behaviours.
- Defined brand-aligned user experience requirements and coordinated with developers.
- Created intuitive and distinctive creative artefacts, such as wireframes, task flows, mock-ups, and prototypes.
- Delivered high-quality digital experiences and artefacts, including design systems.
- Skilfully articulated and optimized designs for optimal user experiences.

Nile Design Sprint
DJCAD (2021)

- Participated in a 2-day speculative futures design sprint with Nile, focusing on pension industry funding for later life.
- Explored signals of change, analysed industry trends, and envisioned a future scenario.
- Created prototypes of relevant products and services aligned with the future scenario.
- Provided strategic recommendations and insights to Greater Life based on the envisioned future.
- Collaborated with Nile experts, receiving feedback and mentoring.
- Developed storyboards to visualize the user experience within the future scenario.
- Presented final artefacts and recommendations to the client and industry expert.

EXHIBITIONS

DJCAD Degree Show

My honours project *want to hold my hand?* was exhibited at the DJCAD Degree Show 2023, where it received an overwhelming response, engaging over 300 individuals!

The Invisible Value of Design

My dissertation *Magazine X* was selected for the Undergraduate Student Design Research Project Showcase during the DJCAD Degree Show 2023.

Interior Educators

Exhibited the *want to hold my hand?* installation at the esteemed Interior Educators 2023 Exhibition held in London, further expanding its reach and impact.

SOFTWARE

- Adobe Creative Suite (**InDesign**, Illustrator, Photoshop, XD, **Premiere Pro**)
- **Figma**, Framer
- **Arduino**
- **Processing.org**
- Miro
- Notion
- Slack, Teams, Zoom
- Microsoft Office

SKILLS

- User research
- Concept Generation
- Storyboarding
- Wireframing & mockups
- Prototyping
- UX/UI
- Social Media
- C++ & Java

CONTACT

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EXPERIENCE

Magdalen Magazine Design

DJCAD (2022-2023)

- Designed visually appealing magazine pages in Adobe InDesign, adhering to specific fonts, layout guidelines, and page furniture.
- Collaborated with team members, incorporating feedback and making improvements to the designs.
- Demonstrated attention to detail, following design specifications for high-quality magazine layouts.

President - Social Digital Society

DJCAD (2022-2023)

- Provided effective leadership and direction to the society, driving the achievement of our goals.
- Oversaw activities and events, ensuring their smooth execution and success.
- Maintained strong communication with society members and external sponsors.

User Tester - Adobe (Project NDA)

Dundee (2022)

- Participated in a two-month user testing program for Adobe software.
- Engaged in one-on-one problem-solving sessions with the Program Leader, following guidelines and providing valuable feedback for future software development.

Student Ambassador

UoD (2021-2022)

- Promoted the University and my Degree Course during Fresher and Application Holder events.
- Conducted guided tours around the campus, showcasing the University's facilities.
- Assisted in workshops for visiting school students, providing guidance and support.

User Focus Groups

Online, Scotland (2020-2023)

- Actively participated in online user focus groups, providing valuable insights to companies for product development and idea generation.
- Engaged in various activities and shared opinions to assist in shaping future products.
- Developed a strong understanding of user focus groups and gained knowledge in conducting my own research.

Hospitality Roles

Aberdeenshire / Dundee (2014-current)

- Various roles such as Team Leader, Bar Staff, and Waitress in establishments including The Bush Bar, The Braes, and Tony Macaroni.
- Significantly enhanced communication, customer service, teamwork, and leadership skills.
- Acquired qualifications in Food and Safety, Fire Safety, and Personal License, following industry standards.