Cassandra Lund

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PROFESSIONAL SUMMARY

Graduate student in Human-Computer Interaction learning and exploring how research and design can build better systems.

EDUCATION

Georgia Institute of Technology   Atlanta, GA
Master of Science in Human-Computer Interaction, May 2025 (expected)

Georgia Institute of Technology   Atlanta, GA
Bachelor of Science in Computational Media, December 2022 - 3.82 GPA

EXPERIENCE

Georgia Institute of Technology   Atlanta, GA
Graduate Teaching Assistant for Mobile and Ubiquitous Computing   *Aug 2023 – Present*
Mobile and Ubiquitous Computing is a course that covers the research, design, and construction of ubiquitous computing systems.
- Answering student questions about context aware computing, wearable computing, and other aspects of ubiquitous computing
- Assessing student work and providing actionable feedback for students to improve
- Coordinating with other teaching assistants and professors to plan lesson material and student activities to maximize learning
- Demonstrating and explaining ubiquitous computing concepts for 96 students
- Facilitating group work among student group projects, each with four to five students, and advising them on study design

WorldVia Travel   Roswell, GA
Marketing & Web Design Intern   *May 2023 – Aug 2023*
WorldVia Travel is a travel company that develops software for travel agents and includes a host agency, Travel Quest Network.

- Developed, expanded, and maintained marketing channels with an emphasis on content and social media marketing
- Collected and analyzed quantitative and qualitative data from marketing campaigns to further refine marketing strategy
- Envisioned and produced informative content for online platforms to promote the host agency to prospective travel agents
- Wireframed web pages to improve the placement of important travel information and enhance experience for agents
- Analyzed data to create page layouts in travel agent customer relationship management (CRM) that bolster existing workflows

Performance Resource Management (PRM)   Remote
Technology Support Intern   *July 2022 – Jan. 2023*
PRM is a premium agronomic service designed to improve soil health to better plants for agriculture, golf, and sports fields.

- Designed and built new company website in Wordpress (Divi), which included sketching page layouts, writing copy, creating user personas, undertaking user research, and optimizing search engine optimization (SEO)
- Conferred with stakeholders on website design to ensure an outstanding user experience
- Applied information design skills to create informative handouts about soil health measurement tools for industry education

STEMComm, Vertically Integrated Project, Georgia Tech   Atlanta, GA
Student Member   *Aug. 2020 – Dec. 2021; Aug. 2022 – Dec. 2022*
STEMComm Vertically Integrated Project is a Georgia Tech interdisciplinary research group dedicated to making science more accessible to the public.

- Consulted scientific literature for new research on topics related to biology, zoology, and computer science
- Authored nine educational articles for the general public about new scientific research, local wildlife, and computer architecture

SKILLS

Administrative: Office 365 (Excel, Word, Outlook, PowerPoint); Google G Suite; SharePoint; HubSpot; Jira; Zoom; Qualtrics
Creative: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom); Canva; Tableau; Figma; Maya; Unity; Wordpress (Divi)
Conceptual: user experience design, user testing, personas, user journeys, user experience mapping, prototypes, information design, visual design, usability testing, heuristic analysis, survey creation, experimental design, survey design, information visualization, wireframing, inclusive design, accessibility, information architecture, user flow diagramming
Design: ideation, design workbooks, annotated portfolios, design critique, design fiction
Methods: affinity mapping, descriptive statistics, semi-structured interviews, usability testing, heuristic evaluation, competitive analysis