

# MORGAN ORANGI

Storyteller | Strategist | User Advocate

morganorangi.com

morgan.orangi@gmail.com | (859) 227-6005  
620 Peachtree St NE #1513 | Atlanta, GA 30308

## WORK EXPERIENCE

Office of Communications, Davidson College | July '13-July '16  
**Assistant Director of Digital Communications** (Beginning April 2015)

### Digital Communications Coordinator

- Created stories through multimedia content for website + social media
- Guided content strategy with web/social analytics and qualitative feedback
- Managed institutional social media accounts; contact for 75 departments
  - Increased engagement rates on all channels; 3.6 - 6.3% on Instagram
  - Exceeded donor goal 9% for social media-based one-day fundraiser
- Pitched stories to local, regional, and national media outlets

**Awards** Website received bronze for Institutional Website at CASE

Recognized as top 10 college website by The Brick Factory

"30-in-30" won CASE III Award of Excellence for Recruitment Microsite

Digital Integrative Liberal Arts Center, Georgia Tech | Aug '16-Present  
**Graduate Research Assistant**

- Construct digital narrative that emphasizes the humanities aspect of technology-based projects in Mellon Foundation-funded \$1M initiative

Omnistream | Charlotte, NC | Jan '15-Present

### Digital Content Specialist (Freelance)

- Enhance brand narratives and customer experience with videos + blogs
- Participated in design discussions for content marketplace at CEO's request

## PROJECTS

SociaLight | Atlanta, GA | Aug-Dec '16

### Four-Member HCI Team

Researched, designed and prototyped solution to facilitate desired levels of social interaction in shared seating areas

Yum! Lemonade Stand | Atlanta, GA | Aug '16-Present

### Two-Member Sonification Lab Team

Designed and conducted usability study for accessible educational computer game with plans to test for cultural differences

## ACTIVITIES & LEADERSHIP

Center for the Visually Impaired | Atlanta, GA | Dec '16-Present

### Volunteer

Work with age K-5 students with visual impairments in the afterschool program to help with social, technical and everyday skills

Children's Scholarship Fund – Charlotte | Charlotte, NC | Aug'15-Jan'17

### Social Media Strategist

Established and assisted with social media sites for nonprofit that advocates for educational equality through funding for K-8 school options

OpenIDEO at Davidson College | Davidson, NC | Aug '15-Oct '15

### Team Member

Participated in OpenIDEO design challenge and learned about the human-centered design process by addressing how we might create better work-life balance at the college

## SKILLS

### Research

Cognitive Walkthrough  
Usability Test (Morae)  
Interview  
Survey  
Literature Review  
Heuristic Evaluation  
Performance-Based Metrics

### Design & Web Tools

Adobe Premiere/Photoshop  
Sketch  
Wordpress/Ingeniux/Drupal  
HTML/CSS/Mathematica (Basic)  
POP Prototyping  
Principle

### Web & Social Analysis

Hootsuite  
Sprout Social  
Iconosquare  
Google Analytics  
Cision

## EDUCATION

### Georgia Institute of Technology

MS Human-Computer Interaction  
Expected May 2018 | Atlanta, GA

### Davidson College

BA Art History, Spanish Minor  
GPA: 3.68/4.0, Cum Laude  
May 2013 | Davidson, NC

### University of Virginia

Hispanic Studies Program  
GPA: 3.88/4.0  
Fall 2011 | Valencia, Spain

## COURSEWORK

Psychology Research Methods  
Service Design  
Sonification Lab R&D  
Principles of Interaction Design

## PAPERS/PRESENTATIONS

*Davidson College Social Media Strategy*, August 2015  
*Center for Career Development Usability Test*, May 2015  
*Effectiveness of Advertisements on Social Networking Sites (SNSs) in U.S. & China*, May 2013  
*The Museumification of the Marais*, April 2013