

# Camille Baumann-Jaeger

## Education

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**Stanford University**, Palo Alto, CA

Sept. '18 - May. '20

Certificate in Novel Writing

- AWP volunteer at AWP Conference in Portland, OR

**Carnegie Mellon University**, Pittsburgh, PA

May '18

Master of Science in Computational Design, GPA: 3.80/4.00

- Recipient of the Frank-Ratchye Fund for Art at the Frontier, Studio for Creative Inquiry

**Columbia University - Barnard College**, New York, NY

May '14

Bachelor of Arts in Architecture

## Skills

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Quantitative	Qualitative	Presentation	Communications
<b>Programming:</b> Python, C#	Virtual Ethnography, Survey	<b>Visualization:</b> Illustrator,	<b>Digital:</b> Copywriting, SEO,
<b>Machine Learning:</b> WEKA,	Design, A/B Testing, RITE	InDesign, Photoshop	Technical Writing
Lightside	methods	<b>Video:</b> Camtasia, OBS	<b>Second Language:</b> French

## Professional Experience & Selected Projects

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**SciZenna**, Pittsburgh, PA (contract, remote)

Oct. '19 -

*Marketing Consultant*

Nov. '19

- Informed marketing strategy to boost Google ranking score through heuristic evaluation of company site, which included UX accessibility evaluation, blog content development, and social media outreach.
- Optimized site content for SEO through keyword research and utilization of Wordpress plug-in: Yoast SEO.

**MicroForce (Now Saleshub)**, Atlanta, GA (contract, remote)

Jan. '19 -

*UX Consultant and Freelance Technical Writer for Email Marketing, Website, and CRM*

March '19

- Optimized digital content by incorporating SEO best practices throughout the client's web copy and worked closely with key stakeholders to simplify product messaging.
- Counseled engineering team through application iteration and communicated using UX methods such as participatory design, wireframe, and user journeys.

**“Designing for the Hybrid Body: Divergent Behaviors in Online Harassment in Virtual Reality”**

Sept '17 -

*Master of Science Research Thesis*, Carnegie Mellon University, Pittsburgh, PA

May '18

- Conducted rapid qualitative research across two online multiplayer games over one year and coded user observations through virtual ethnographic methods.
- Used RITE usability methods to develop three models in virtual reality to test user behavior using the developer software Unity 3D, programmed interaction and NPC behavior using C#.
- Recruited participants for neutral physiological reactions in VR and developed test scripts, survey questions, and verbal protocol.

**“Understanding Author Gender Identification Through Biased Data Sets”**

Sept. '17 -

*Applied Machine Learning*, Carnegie Mellon University, Pittsburgh, PA

Dec. '17

- Researched obstacles for social media platforms' use of pairing algorithms between users and advertisers.
- Developed machine learning model for gender prediction from blog texts using Weka (a suite of machine learning software) and Lightside (an open source text-mining tool).

**Auerbach Glasow**, San Francisco, CA

Feb. '15 -

*Assistant Architectural Lighting Designer*

May. '16

- Shepherded over a dozen construction projects to completion by organizing project tasks, maintaining schedules, and coordinating between architects, engineers, clients, and designers.
- Exercised independent judgment to ensure that projects met California Building Codes' sustainable energy requirements with minimal supervision.

## Publications

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“Dissenting Jabots.” *Disobedient Electronics*, co-authored with Jen Liu, 8 Jan. 2017.

“Boundaries from the Artistic Perspective.” *Boundaries-Onsite*, 31 Mar. 2014.