

Renata Solum

UX Designer

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https://solum.design

I am a User Experience Designer with a background in healthcare, research, and education. Empathy leads me to holistic insights about people with unique needs and contexts. I gather qualitative insights to inform the design of tools and processes for service providers, service recipients, and consumers.

Information Architecture
User Journey Maps
Contextual Inquiry
Usability Testing
User Interviews
Wireframing
Storyboards
Prototyping
Invision
Sketch
Axure

EDUCATION

Prime Digital Academy
User Experience Design
Certification
Sept. 2018 - Feb. 2019

University of Minnesota
B.A., Magna Cum Laude
Speech, Language,
& Hearing Sciences
2011

Coursework:

Communication Differences
Atypical Speech & Language
Writing Consultancy
Hearing Science

ACTIVITIES

Hexagon UX Minneapolis
Chapter Co-Lead

Twin Cities UX
UXPA

EXPERIENCE

User Experience Analyst, Associate — The Toro Company

Apr. 2019 - Present

- Facilitate focus groups with representatives across departments and business units to understand work goals, context, and barriers to successful collaboration
- Create a Champions and Insiders program to leverage relationships within departments for knowledge sharing around software adoption
- Design a visual brand, communication touchpoints, and a rollout strategy for a new walk-up Service Desk and Technology Experience Center
- Prototype a revamped Service Desk Ticket Portal based on usability testing insights and
- Support Sustainability Committee on research strategies and the creation of a Local Sustainability Survey to gather insights and foster a partnership with process leaders at 45 sites in 13 countries

User Experience Design Student — Prime Digital Academy

Sept. 2018 - Feb. 2019

Group Capstone Project | *Client:* End In Mind

Challenge:

A community wellness program is extending its offerings to corporate employers.

Goals:

- Adapt community programming to constraints and culture of workplace
- Develop a digital portal for subscribing employees to access wellness resources

- Interviewed key decision makers within potential subscribing organizations
- Conducted storyboard interviews and surveyed users to determine employee wellness best practices
- Prototyped an employee wellness dashboard experience with considerations for mobile use and content scalability

Self-Directed Capstone Project | *Client:* Minneapolis Institute of Art (Mia)

Challenge:

Existing mobile visitor tools are not being used to their full potential.

Goals:

- Understand how remote and in-gallery users currently access the digital tools
- Improve usability for remote and on-site users as they experience the collection

- Conducted contextual research on existing in-gallery technology and mobile tools
- Collected user stories of in-person experiences with art to gain insight into a meaningful digital experience
- Prototyped a mobile website for a seamless in-gallery and remote interaction with art collection database
- Prototyped participatory features for users to engage with the collection

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EXPERIENCE (Continued)

Licensed Hearing Instrument Specialist — Northland Hearing, Glencoe MN

2014 - 2018

- Recommended and configured hearing instruments to meet changing patient needs
- Communicated across communication barriers such as language, hearing loss, stroke, and memory loss
- Served as primary patient touchpoint throughout hearing aid user journey
- Reported on business opportunity areas
- Created and met monthly and annual business goals in cooperation with leadership and marketing teams
- Counseled patients in the best use of hearing instruments, user controls, and communication skills
- Executed ear impressions and modified earmolds and shells
- Communicated with laboratory technicians to troubleshoot fit and material issues

Hourly Teacher — Saint Paul Public Schools

2011 - 2013

- Taught classes for English Language, Adult Basic Education, and GED test prep
- Prepared curriculum for students of mixed language, age, technology literacy, and cultural background
- Designed activities to foster technology literacy for accessing community, career, and health resources
- Delivered monthly benchmark tests and tracked progress in a managed enrollment database
- Recommended student placement, advancement, and referral to support resources

Research Support — Speech Research Lab, University of Minnesota

2009 - 2010

- Designed and conducted original laboratory experiment on Gender and Speech
- Delivered findings at Undergraduate Research Symposium
- Wrote Human Subjects Research brief for approval of Institutional Review Board
- Recruited research participants through signage and campus message boards
- Administered laboratory tests for experiments on speech perception and priming

Research Intern — Starkey Hearing Technologies, Eden Prairie MN

2007 - 2010

- Administered clinical product and audiological research tests
- Designed beta testing surveys and clinical procedures to improve patient experience
- Built a database and procedure for improvement of common test methods and participant surveys
- Collected and assembled data from audiological test equipment and hearing aid programming software
- Selected study participants from database of audiometric data and recruited by phone

Writing Consultant — University of Minnesota

2008 - 2010

- Consulted one-on-one with undergraduate and graduate writers on genres from technical writing to poetry
- Conducted original research on Writing Center pedagogy
- Earned Midwest Writing Centers travel grant
- Presented original research at Midwest Writing Centers annual conference
- Anchored AMCAS writing workshops for low-income and first generation Medical School applicants

PUBLICATIONS

Solum, R., & Munson, B. (2010). The time course of gender influences on fricative identification. *The Journal of the Acoustical Society of America*, 128(4).

Munson, B., & Solum, R. (2010). When is indexical information about speech activated? Evidence from a cross-modal priming experiment. Proceedings of INTERSPEECH 2010, Chiba, Japan.