

Alison Buskirk

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EDUCATION

Michigan State University – East Lansing, MI, Anticipated Aug 2025

Master of Science in User Experience (UX) Design, GPA 4.0

Grand Valley State University – Allendale, MI, April 2017

Bachelor of Arts in Film and Video, Minor in Business, GPA 3.7

Deans list 2012 - 2017, NCAA & GLIAC All-Academic Award 2013-2016

SKILLS

Adobe Suite (Premiere, After Effects, Photoshop, InDesign, Illustrator, Audition), Figma & Figjam, Articulate Storyline 360, HTML & CSS, Qualtrics, User Research (Interviews, Surveys, Card Sorting, A/B Testing), Usability Testing, Heuristic Evaluations

EXPERIENCE

Michigan State University Extension – Jackson, MI

Digital Media Designer | August 2018 - Present

- Leading the design and development of multiple websites and curriculum design, regularly presenting design ideas to the team for feedback and iteration, and utilizing UX/UI design principles to ensure they are intuitive and user-friendly
- Designing and developing e-learning courses with Articulate Storyline 360 to provide online, interactive produce safety education, working closely with subject matter experts to ensure accuracy
- Filming, editing, and producing educational videos and animations to supplement produce safety trainings and curricula, growing the view count to 46,000 views to date
- Expanding outreach by collaborating on a newsletter, managing social media, managing a weekly texting service, producing a podcast, and designing infographics and marketing materials
- Ensuring digital materials are accessible and comply with WCAG standards
- Conducting training sessions and consultations for various teams on digital media production and technology
- Establishing brand standards for multiple grants and ensuring products align with these standards

Grand Rapids Sport & Social Club – Grand Rapids, MI

Digital Media Intern | May 2016 – August 2016

- Produced weekly highlight videos, which received over 15,000 views and expanded the online presence of the company
- Responsible for all aspects of video production, including concept development, shooting, editing, and motion graphics

WKTV – Grand Rapids, MI

Social Media Intern for "Feel Like You Belong" | May 2016 – August 2016

- Maintained the website and YouTube channel by regularly updating with new content
- Designed and edited the newsletter