Macy Dial

(801) 369-1491 · macydial43@gmail.com
https://www.linkedin.com/in/macydial/

EDUCATION

Brigham Young University **Provo, UT**
Bachelor of Science: Sociology, Minor in Information Systems *September 2020 – April 2025*
- Relevant Coursework: Regression Analysis, Data Analysis & Presentation, Computer Programming, Python Data Analytics, Database Management, Advanced Spreadsheets Analysis, Product Management

EXPERIENCE

Office of Digital Humanities **Provo, UT**
UX Strategist *September 2024 – Present*
- Design and implement website features to meet accessibility standards and enhance usability
- Initiate UX research strategy by implementing recruitment and testing systems with users
- Collaborate cross-functionally with internal departments to ensure project alignment & outcome delivery

Adobe **New York, NY**
UX Research Intern *May 2024 – August 2024*
- Produced end to end qualitative research to inform the development of formalized research operations
- Conducted and analyzed 11 user interviews to collect data used to improve IT research functions
- Effectively synthesized complex data into actionable insights and recommendations for stakeholders

Sandbox **Provo, UT**
Product Manager *September 2023 – April 2024*
- Managed engineers in a 24-hour hackathon, securing admission to the Sandbox startup incubator
- Led product validation and strategy as senior manager and instructed designers on product development
- Championed ethical product development, sustainable business practices, and full stakeholder evaluation

Vivint **Lehi, UT**
UX Research Intern *June 2023 – September 2023*
- Developed and implemented standards for quantitative data visualization, research, and dashboards
- Crafted effective surveys and conducted in-depth interviews to gather user feedback and insights
- Completed comprehensive research project and presented recommendations to entire C-Suite team

Microsoft **Provo, UT**
On-Campus Market Research Intern *Jan 2022 – April 2022*
- Analyzed reports, deployed surveys, and conducted interviews to report on corporate giving solutions
- Conducted in-depth qualitative market research on corporate giving and CSR markets
- Facilitated weekly meetings, effectively managed project plan and scope, and presented deliverables

SKILLS

- Excellent Excel, management, organization, consulting, presentation, and communication skills
- Introductory skills in Python, Django, SQL, VBA, Solver, HTML, CSS, Stata, & Tableau
- CITI Social & Behavioral Research certified
- Proficiency with UserZoom, Maze, Qualtrics, UserTesting, and User Interviews

SERVICE & LEADERSHIP

Ignite **Provo, UT**
Co-founder *December 2023 – September 2024*
- Founded a digital wellness community to tangibly improve the mental health outcomes of young people
- Oversaw end to end development of website, partnerships, marketing campaign, and branding
- Hosted 600+ participants in a Summer Off Social Media challenge with a 76% retention rate

Encircle **Provo, UT**
Assistant Home Director *August 2022 – May 2023*
- Provided safety, mentorship, and crisis support to at-risk LGBTQ+ youth using Encircle care framework
- Managed, directed, and trained team of 30+ volunteers on safety processes and administrative policies
- Designed and launched tutoring program to measurably improve academic outcomes for at-risk youth