

Colin Bergen

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EDUCATION

University of Michigan | Ann Arbor, MI

May 2026

Master of Science in Information | Emphasis in UX Research and Design

University of Georgia | Athens, GA

Dec 2021

Bachelor of Arts in English | Bachelor of Arts in Entertainment and Media Studies

PROJECT EXPERIENCE

Legal Website Redesign | Ann Arbor, MI | UX Designer and Researcher

- Collaborated with a team of 4 to help the Michigan Poverty Law Program (MPLP) redesign their website.
- Interviewed attorney users to understand their work and how well the website contributed to their work.
- Designed the 'resources' section and subsection of the website, and tested the design with potential users.
- Demonstrated the redesign through a presentation and a video made via Premiere Pro.

Reading Companion Concept | Ann Arbor, MI | UX Designer

- Worked with a team of 3 designers to design a physical, AI-powered device that would help kids get into the habit of reading.
- Conducted research through week-long diary studies with 6 parent-child pairs and through an online survey.
- Created a physical prototype of our product using 3-D printing, a Photon 2 IoT Device, and a hidden projector.
- Presented a live demo of our product using the Wizard of Oz method.

Web Archive UX Audit | Ann Arbor, MI | Team Leader

- Led a team of 4 to audit the Archive-It website on behalf of the Internet Archive team.
- Interviewed Internet Archive Team, web archive curators, and student researchers for insight on archive usage.
- Conducted a competitive analysis with online preservation tools like the Library of Congress website.
- Facilitated 2 usability tests out of our collective 6.
- Compiled research into a written and video report.

Broadband Strategy Research Project | Ann Arbor, MI | Team Leader

- Led a team of 6 in researching agribusiness broadband needs, supporting a client's efforts to expand rural connectivity solutions
- Conducted interviews with key stakeholders—including the client, agribusiness owners, and state officials—to gather insights on broadband implementation impact
- Compiled qualitative and quantitative research with the team in a 5000+ word report, outlining findings and strategic recommendations to help our client earn the advocacy of agribusiness owners.

PROFESSIONAL EXPERIENCE

KUGU | Berlin, Germany | UX Design Intern | Jun 2025 – Aug 2025

- Aligned the visions of the engineering, product and partner relations team for the minimum viable product through meetings I hosted.
- Mapped and designed a new, 10+ page cost-exchange process to be implemented and iterated on in the future
- Created a functional click-dummy that was utilized for user testing.

Panel Built Inc. | Blairsville, GA | Marketing Assistant | Dec 2023 – Aug 2024

- Wrote 600+ word blog articles on modular building solutions.
- Conducted SEO research using tools like Moz and Semrush to optimize upcoming content, primarily referring to backlinks, for search visibility, which led to a growth in site traffic.
- Formatted and published articles using a custom CMS, applying HTML and CSS to ensure responsive layout and brand consistency.

SKILLS

Technical Skills: HTML, CSS, JavaScript, Python, SQL, Figma, Adobe Illustrator, Adobe Photoshop

Soft Skills: UX Writing, UX Design, Team Management, User Research