

Shantaisa King

(UX/Product Strategy | Systems Thinking | User Research | Digital Strategy)

Ann Arbor, MI • kshantai@umich.edu • (616) 206-9179 • [linkedin.com/in/shantaisa-king](https://www.linkedin.com/in/shantaisa-king)

EDUCATION

University of Michigan – School of Information — Ann Arbor, MI

Master of Science in Information, User Experience (UX) Design (Anticipated May 2027)

Bachelor of Science in Information, User Experience (UX) Design May 2025

John L. King Award for Outstanding Undergraduate (2025) — Recognized as the top graduating BSI student for leveraging data and design to address social issues, strengthening support for student parents and caregivers, and shaping community-based research and advocacy as a first-generation college student, transfer student, and mother.

Relevant Coursework: UX Research, Digital Media Literacy, Design Justice, HCI, Inclusive Design

Grand Rapids Community College — Grand Rapids, MI

Associate Degree, General Studies June 2023

Honors:

- **Dr. Martin Luther King Jr. Award (2022)** — Leadership and service advancing equity and justice
- **Salute to Women Award (2022)** — Advocacy for gender equity and student leadership

RELEVANT EXPERIENCE

University of Michigan – School of Information — Ann Arbor, MI

UMSI Student Ambassador

Sep 2023 – Present

- Lead student engagement through monthly blogs, webinars, and social media content reaching 50–200 prospective students per event.
- Partner with admissions to strengthen inclusive recruitment pipelines through DEI-focused outreach and peer advising for first-generation and transfer applicants.
- Improve internal workflows by refining application processing and virtual event planning protocols, increasing team efficiency and communication.
- Deliver tailored presentations at national webinars and campus-wide events to communicate the UMSI student experience.

optiMize – University of Michigan — Ann Arbor, MI

Social Innovation Fellow | Project Lead, Kings & Queens Support Kings & Queens

Sep 2023 – Apr 2024

- Secured competitive fellowship funding to develop a digital platform supporting financially insecure and underrepresented entrepreneurs.
- Led UX research, user interviews, and persona development to inform platform design; produced a low-fidelity demo showcased at optiMize Demo Day.
- Built partnerships with community organizations and designed an outreach model centered on co-creation with Black women entrepreneurs and student parents.
- Developed storytelling frameworks and resource-mapping tools to elevate community voices and improve access to funding opportunities.

optiMize – University of Michigan — Ann Arbor, MI

Transfer Bridge Fellow

May 2023 – Aug 2023

- Selected for a competitive fellowship focused on social innovation, systems thinking, and entrepreneurial problem-solving.
- Designed a mission-aligned project addressing barriers faced by student parents navigating higher education systems.
- Participated in intensive workshops and mentorship sessions that strengthened skills in storytelling, equity-centered design, and community leadership.

Undergraduate Research Opportunity Program (UROP) — Ann Arbor, MI

Research Assistant | Digital Platforms & Resource Access Study

Sep 2024 – Apr 2025

- Conducted qualitative research on how financially challenged mothers use digital platforms to access resources, including interviews, transcription, thematic coding, and affinity diagramming.
- Synthesized findings into actionable insights informing platform development for community-based interventions addressing child poverty and digital inequality.
- Collaborated with faculty and interdisciplinary researchers to refine research protocols and prepare findings for an upcoming conference presentation.

WORK EXPERIENCE

Grand Rapids Community College — Grand Rapids, MI

New Student Orientation Ambassador

Jun 2021 – Apr 2023

- Led campus tours and delivered presentations to help new students navigate academic resources, software tools, and support services.
- Collaborated across departments to plan and execute campus-wide orientation events, strengthening student engagement and community building.
- Supported incoming students in transitioning to college by providing peer guidance and resource navigation.

SKILLS

UX Research: User Interviews, Affinity Diagramming, Thematic Analysis, Persona Development

Design: Wireframing, Prototyping, Information Architecture, Inclusive Design

Tools: Figma, Miro, Canva, Google Workspace, Qualtrics

Methods: Systems Thinking, Storytelling for Impact, Equity-Centered Design

Technical: Basic Python, HTML/CSS, Data Visualization

Communication: Public Speaking, Workshop Facilitation, Community Engagement