

Farah Cook

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I solve real user experience problems by combining research, design, and a deep understanding of people. At Progressive Insurance, I translated user insights into actionable recommendations by researching how users interacted with existing product features and presenting findings. With a background in advertising and communications and a Master of Science in User Experience, I bring a multidisciplinary perspective to understanding users and solving complex problems.

Progressive Insurance — *User Experience Internship*

March/2026-June/2026

- **Translated user insights into actionable UX recommendations** by designing, deploying, and analyzing a survey evaluating user awareness and discoverability of an existing product feature; synthesized findings into recommendations and presented them to the team.
- **Synthesized qualitative insights** from moderated user research sessions, identifying behavioral patterns and usability considerations that informed design recommendations.
- **Audited and updated design system components** in Figma to improve consistency, scalability, and cross-functional collaboration.
- **Collaborated** with UX researchers, product designers, engineers, and accessibility experts throughout the product development lifecycle.

Mnemo Magic — *Awarded iSchool Best Student Paper 2026*

- **Designed an AI-powered mobile app** to help users generate personalized mnemonic devices, applying cognitive psychology principles to reduce cognitive load during studying.
- **Conducted mixed-methods research** including a user survey, competitive analysis, and usability testing to understand user needs and identify usability issues.
- **Analyzed usability findings**, including heat maps and task completion results, and iterated on iconography and interactions based on observed user behavior.
- **Designed a high-fidelity interactive prototype in Figma**, progressing from initial paper wireframes through final design.

RH — *Product Support Associate*

Dec/2021-Present

- **Advocated for user needs** while resolving complex support issues, identifying recurring usability and experience challenges.
- **Identified workflow inefficiencies** and recommended operational improvements that enhanced internal processes.
- **Trained and onboarded new team members** on workflows and company standards, improving operational consistency.

Kent State University

M.S. User Experience

May/2026

B.A. Applied Communications | Focus: Advertising

Dec/2023

Awards: Dean's List 2021-2023

TOOLS

Figma • Lyssna • Qualtrics • UserTesting • FigJam • Excalidraw Whiteboard • Google Workspace • Microsoft Office