

Charlotte R. Whitfield

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EDUCATION

University of North Carolina at Chapel Hill | Chapel Hill, NC

August 2023 - May 2027

B.S. in Information Science, B.S. in Psychology, Minor in Data Science

- **Relevant Courses:** Database Concepts and Applications, Foundations of Interactive Media, Information Systems Analysis and Design, Foundations of Information Science, Introduction to Programming, Research Methods

EXPERIENCE

WholeView Report by Equal Pay Project | Durham, NC

May 2026 - Present

Product Research & Development Intern

- Conduct usability testing and user research across candidates, endorsers, and employers, synthesizing feedback into recommendations that directly shape pre-launch product decisions
- Partner with leadership to test platform features and workflows, helping prioritize fixes ahead of pilot launch
- Create process documentation and marketing content to drive customer discovery and platform growth

UNC School of Information and Library Science | Chapel Hill, NC

May 2025 - Present

Carolina Technology Associate (CaTA)

- Resolve technical issues for students, faculty, and staff via phone, email, and in-person troubleshooting
- Author user-facing and internal documentation that streamlines troubleshooting and reduces repeat IT tickets
- Build KPI dashboards and reports to track service performance and trends
- Organize tech-focused events that boost department visibility

UNC Department of Health Sciences | Chapel Hill, NC

May 2025 - August 2025

Summer Communications Assistant - Digital Accessibility

- Supported website updates and redesign for seven Department of Health Sciences divisions, improving digital accessibility and content organization department-wide
- Wrote and edited web content tailored to distinct audiences (students, alumni, donors, and peer institutions) to keep messaging clear and consistent
- Assisted with event coordination, research, and data collection across departmental operations

UNC Hussman School of Journalism and Media | Chapel Hill, NC

October 2023 - May 2026

Park Library Student Associate

- Delivered responsive assistance to library patrons, providing customer-focused service
- Oversaw circulation of books and specialized audiovisual equipment (cameras, lenses, media gear), keeping catalog records accurate and organized
- Led special projects, including creating digital content, expanding the role beyond standard library duties

INVOLVEMENT

App Team Carolina | Chapel Hill, NC

August 2025 - December 2025

UI/UX Bootcamp Participant

- Completed UI design coursework, applying UX principles through Figma prototypes and interactive projects

TECHNICAL SKILLS

Programming, Web Development, and Design: Adobe Creative Cloud, Figma, HTML/CSS, Java, JavaScript, WordPress

Data Analysis and Visualization: Excel, R, SQL, Tableau