

Elodie Edjang

User Researcher & Documentary Filmmaker

elodieedjang.com/design • elodieedjang@gmail.com • Atlanta, Ga (open to relocation)

Summary

- Mission-driven storyteller and community builder with participatory documentary film foundations specializing in qualitative research methods with vulnerable and marginalized populations
- Seasoned in empathetic listening honed through over 70 documentary, podcast, college admission and user experience interviews
- Passion for ameliorating lives of marginalized communities including disabled, neurodivergent, queer, Black, People of Color, immigrants, and women

Work Experience

UX Researcher (Contract)

Bumpn

Jan 2022 – Present, Remote

- Apply active listening, curiosity, and empathy to create safe environment to discuss sensitive topics including disability and intimacy that lead to deeper understanding of potential users' wants and needs
- Create and implement recruitment and research operations strategy for user interviews to achieve greater understanding of purchasing conversion rate, purchasing habits, mental models and pain points
- Develop and refine research plans through collaboration with strategy and marketing stakeholders to develop more focused outcomes
- Addressed usability and marketing through evaluation of Bumpn's website that led to a redesign

Ethnographic Documentary Filmmaker

Vilify Media

Jan 2015 – Present, Atlanta, GA and Chicago, IL

- Used participant-led interviewing that allowed the sharing of personal insights when working on projects about homeless populations, queer people, Black people, mental health, or other marginalized or stigmatized groups
- Used participatory co-design to create vignettes with film participants that were incorporated into final film to create participant inclusion and develop more authentic storylines
- Cultivated ethnographic video technique as part of documentary film and creative writing program at the University of Georgia Costa Rica program that resulted in completion of 3 separate video projects
- Implemented hands-on participatory approach to teach introductory film production and editing to high school and college students at Northwestern University to develop professionally prepared filmmakers

Service Designer

Alliance of Documentary Editors • Mentorship Committee • Shadow Days Coordinator

July 2020 – Present, Remote

- Completed evaluation of mentorship program operations that led to restructuring of program protocols in areas of coordinator communication, feedback, and outreach
- Supported the launch of the BIPOC Documentary Editors Database at the 2021 Full Frame Film Festival through user testing, video editing, and program planning that increased awareness, access, and hiring potential for documentary editors of color
- Created and managed mentorship database to improve internal and external communication for team of 14 coordinators
- Collaboratively cultivated 4 intake forms and feedback surveys to understand mentee and mentors needs
- In collaboration with the Access and Inclusion Committee, used live feedback from virtual panel to plan, moderate, and design materials for follow up negotiation panel that attendee used to negotiate better working conditions and compensation on next job opportunity

- Provided more matching opportunities for mentees by increasing roster of mentors for Shadow Days program by 25% in 1 month through outreach and recruitment

Lead Video Editor & Apprentice Coach

Local Legend Films

Oct 2018 – March 2020, Chicago, IL

- Developed archival and repository systems that contributed to business organization and productivity
- Used ethnographic practices to create mini-documentary series that explored redlining and Polish-American culture that met company's quarterly goals of increasing social media presence, increasing apprentice's skillset, and developing more original content
- Diversified company's product offerings and grew revenue potential through self-learning and teaching of technical tools and equipment
- Established KPIs and created training curriculum to ameliorate apprenticeship training and evaluation
- Surveyed apprentices to incorporate areas of interest in experiential learning opportunities which increased their skillset and the company's profitable offerings
- Attended weekly business development (Entrepreneurial Operating System®) and coworker interpersonal relationship-building sessions (Peace Circles) to strengthen business operations and ameliorate company culture

Education

Northwestern University, 2016 – 2018

Master of Fine Arts, **Documentary Media**

Thesis film: *Book of Daniel – used artistic co-design to illustrate sensitive themes of trauma*

University of Georgia, 2012 – 2015

Bachelor of Arts in **Anthropology**

Bachelor of Arts in Journalism in **Advertising**
(*Magna Cum Laude*)

Skills

- | | | |
|-------------------------|---------------------------|------------------------|
| • Field Research | • French (Conversational) | • Miro |
| • Ethnographic Methods | • Community Engagement | • Mural |
| • Usability Testing | • Teaching | • Microsoft Suite |
| • Participatory Methods | • Remote Collaboration | • Google Suite |
| • Competitive Analysis | | • Adobe Creative Cloud |