Logan Cooper

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User Experience Researcher

Me

I am a user experience researcher who loves to use consumer insights to create professional, visual artistry.

As a person, I love the storytelling and art of comics (DC Comics preferred), scary movies, books and rock music.

My Creations

Grad Assignment

Spotify

- Worked in a group of three to come up with a new app addition for the Spotify platform in order to bridge the gap between users' extreme emotional moments and Spotify's AI-driven interface
  - Programs Used: Google Scholar, Notebook LM, Figma and Midjourney

Live Client

Kiramoon

- Created a comic pilot episode and gaming partnership designs for Kiramoon, a multisensory skincare brand which focuses on the whimsical side of self-love, to attract a specific group of female users
  - Programs Used: Adobe Illustrator, Adobe Photoshop, Adobe Express, Envato, SketchUp, Midjourney

Live Client

Bremo Pharmacy

- Gathered expert insights using contextual inquiry & observation in order to drive creative strategy and create web designs, centering a provocative, new weight loss campaign, "Be A Loser"
  - Programs Used: A pen and paper, Figma

Education

- M.S. in Business/Branding,
  Conc. Experience Design
  VCU Brandcenter
  2023 - 2025
- B.S. in Mass Communications,
  Conc. Creative Advertising
  VCU Robertson School of Media & Culture
  2017 - 2021

Skills & Program Mastery

- Skills: Research Synethsis, Interviewing, Team Management, Wireframing, Digital Product Design, User Experience Strategy
- Programs: Adobe Creative Suite, SketchUp, Figma, Apple FinalCutPro, Google Workspace

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