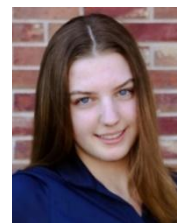


MACKALYN “KALY” RENDEL

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EXPERIENCE

Social Media Manager and Lead Swim Fit Coach

July 2024 to Present

Sharks Swim Club, Friendswood, TX

- Designing and managing social media for Sharks Swim Club with a focus on user experience for swimmers and parents, ensuring consistent branding and intuitive engagement across Instagram, Facebook, and Threads.
- Applying a data-driven approach to content strategy, using engagement metrics to optimize communication touchpoints and improve community interaction across platforms.
- Designing and executing comprehensive training plans for the Swim Fit program, focused on promoting swimmer development, motivation, and long-term success.
- Communicating with and delegating to assistant coaches to ensure alignment and consistency across the Swim Fit program.
- Prioritizing end-user satisfaction by continuously evaluating the needs of both swimmers and families and ensuring all communications, programs, and events are accessible, engaging, and aligned with those needs.

Lead User Experience Researcher (UHCL Graduate Practicum)

June 2025 to July 2025

SLB, Houston, TX

- Designed and authored a comprehensive playbook for designing and implementing generative AI interfaces, featuring a comparative analysis and a custom set of heuristics to establish foundational best practices.
- Researched and developed a practical guide to designing generative AI interfaces, including a detailed "dos and don'ts" section and a checklist to help teams avoid common pitfalls and ensure a successful rollout.
- Led the design direction of the playbook and presented key insights and recommendations to Schlumberger stakeholders to guide implementation and cross-functional alignment.

User Experience Researcher (UHCL Graduate Practicum)

June 2025 to July 2025

SLB, Houston, TX

- Developed a UX Research Needs Assessment Tool that uses a scoring model to quantify the need and criticality of UX research to help teams prioritize effectively.
- Designed and created an early-stage low-fidelity prototype that can be used to improve workflow and align organizations by bridging research and design decision-making.
- Presented the framework and use cases to stakeholders to drive adoption and inform decision-making.

User Experience Researcher (UHCL Graduate Practicum)

June 2025 to July 2025

HP, Houston, TX

- Conducted a mixed-methods research study comparing three keyboards, using a within-subjects design that included a typing task and a survey.
- Analyzed qualitative and quantitative data, finding a clear user preference in the qualitative feedback, despite no statistical significance in performance metrics.
- Presented research findings to peers and Hewlett-Packard stakeholders, highlighting design implications and user preferences to inform future product decisions.

User Experience Researcher (UHCL Graduate Practicum)**June 2025 to July 2025**

Confidential Industry Sponsor, Houston, TX

- Developed an accessible and cost-effective smart home system for individuals with mobility impairments, addressing the barriers created by physically inaccessible interfaces and high-cost assistive technologies.
- Conducted research to design a system that uses voice control, automation, and adaptive interfaces to enhance daily independence, convenience, and safety.
- Led the end-to-end design and research process, and presented the final smart home system and user insights to stakeholders to demonstrate impact and advocate for inclusive technology solutions.

Middle School English Language Arts Teacher and Coach**August 2023 to July 2024**

Clear Creek ISD, Space Center Intermediate School, Houston, TX

- Designed and implemented engaging lesson, practice, and game plans for students in sixth-grade ELA, seventh-grade basketball, and eighth-grade volleyball.
- Adapted methods, materials, and instruction to meet the diverse needs of students.
- Maintained a positive, orderly environment conducive to growth and achievement.
- Created and administered various assessments to measure progress.
- Maintained open lines of communication with parents to address concerns.

Research Assistant**August 2022 to May 2023**

CONGALab, Texas A&M University, College Station, TX

- Ran three research studies on behavioral task-switching.
- Ran one EEG study on cognitive reappraisal.
- Set up and administered related experiments with participants.
- Performed quality control of related behavioral and brain data.
- Performed related literature reviews.

Mary Ann Lunsford Cardiology Extern**May 2022 to July 2022**

UTHealth McGovern Medical School, Memorial Hermann Hospital, Houston, TX

- Shadowed (300 hours) Richard W Smalling, MD, PhD, and Associates in clinical, laboratory, and surgical settings.
- Gained in-depth exposure to all aspects of the diagnosis, treatment, and prevention of cardiovascular disease.

Social Media Manager**April 2021 to March 2023**

Colorado Springs Area Swimming, Colorado Springs, CO and Remote

- Managed the online presence for one of the largest swim teams in Colorado to increase team unity and morale and promote the team brand.
- Produced applicable Instagram, Facebook, TeamFeed, and Twitter posts, ads, etc.
- Analyzed and acted upon related data to continuously increase engagement.

EDUCATION**Master of Science in Psychology with Human Factors Concentration****December 2026**

University of Houston-Clear Lake, Houston, TX

- Current GPA: 3.88 on 4.0 scale

Bachelor of Science in Psychology**May 2023**

Texas A&M University, College Station, TX

- GPA: 3.74 on 4.0 scale (Magna Cum Laude)
- First year in Engineering; following years in Psychology on Pre-Med track

For more information (skills, organizations, awards, volunteering): www.linkedin.com/in/Kaly-Rendel