

# Emily M. Dahl

Curriculum Vitae

## PROFESSIONAL EXPERIENCE

**Jan 2019 – current    Service Design Specialist**  
Essentia Health, Duluth, MN

- Design, conduct, analyze, and report on user-centered research to inform service solutions.
- Lead workshops with cross-functional teams to discover service problems, analyze service gaps, and prioritize potential solutions.
- Advocate for user research with project teams and stakeholder groups.

**Sept 2015 – Jan 2019    Content Management Specialist**  
Essentia Health, Duluth, MN

- Maintained HR intranet web-portal, servicing 14,000+ employees across the Midwest.
- Collaborated with SMEs to develop content for web and print, including copywriting, graphic design, and technical product documentations.
- Conducted a redesign project to improve the user experience of intranet including wireframing, journey mapping, and paper prototyping to test new features.
- Aligned content strategy with organizational development goals.

**Apr 2015 - Sept 2015    Human Resources Service Center Rep II**  
Essentia Health, Duluth, MN

- Created and updated training manuals and technical processes documentations for Service Center.
- Developed licensure audit strategy and established a completion timeframe; communicated the change to Essentia leaders.
- Processed retirement payroll and maintained employee retirement plans.

**July 2014 - Apr 2015    Human Resources Service Center Rep I**  
Essentia Health, Duluth, MN

- Managed and edited guides to provide direction on the use of internal HR software.
- Provided feedback on creation of the Service Center knowledgebase and intranet web pages, including the ease of use and intuitiveness of the content.
- Responded to employee telephone and email inquiries regarding a variety of HR topics.

## ASSOCIATIONS AND PROFESSIONAL ACTIVITIES

User Experience Professional Association – Minnesota (2018 – current)

Interaction Design Foundation, Member (2017 – current)

Leadership Duluth, Program Graduate (2016 – 2017)

American Society for Quality, Member (2016 – 2017)

## **TRAINING AND CERTIFICATIONS**

Six Sigma Green Belt Training (2018)  
Certified Change Management Practitioner – Prosci (2017)  
Google Analytics Certified – IQ (2016)  
Six Sigma Yellow Belt Training (2015)

## **EDUCATION**

*Kent State University, Kent, OH*  
Master of Science in User Experience Design (Expected Dec 2019)

*Boise State University, Boise, ID*  
Certificate in Workplace Performance Improvement (Expected Dec 2019)

*University of Minnesota Duluth, Duluth, MN*  
**Bachelor of Applied Science** in Psychology (Dec 2013)  
Certificate in Leadership (April 2013)

## **RESEARCH EXPERIENCE**

Jan 2019 – May 2019    **Needs Assessment**  
Boise State University, OPWL Department  
Faculty Supervisor: Lisa Giacumo

Project Title: Exploring Opportunities for the Workplace Learning & Performance Improvement Department at University X

- Conducted interviews with program alumni and faculty to assess for potential improvement opportunities to program structure and offerings.
- Reviewed and analyzed extant data for comparative analysis of competitor programs.
- Coded interview transcripts for analysis using bottom-up coding techniques.
- Composed research manuscript according to APA standards

**July 2013 - Jan 2014    Research Assistant for Dr. Julie Slowiak**  
U of M Duluth, Psychology Department

Project Title: The Effects of Computer Monitoring, Feedback Medium, and Goals on Work Performance, Feedback Seeking, Job Satisfaction, and Stress

- Assisted with researching and writing the literature review for research manuscript.
- Effectively communicated the purpose of the study to research participants.
- Entered participant data in SPSS.
- Trained fellow research assistants.

**Jan 2013 - Dec 2013 Independent Research**  
U of M Duluth, Psychology Department  
Faculty Supervisor: Julie Slowiak, PhD

Project Title: Influence of Gender Stereotypes and Leadership Styles on Perceptions of Effective Leadership.

- Reviewed literature on gender inequalities in leadership positions and leadership styles.
- Conducted within-subject assessment of stereotyped leadership perceptions using adapted Multifactor Leadership Questionnaire-5x.
- Performed *ANOVA* and correlation analysis using SPSS.
- Composed full research manuscript according to APA standards.

**Apr 2013 - Dec 2013 Independent Study – Senior Capstone Project**  
U of M Duluth, University Honors Program  
Faculty Supervisor: Joie Acheson Lee

Project Title: Leaders: Are They Born or Made? (A study of student perceptions of leadership origin).

- Reviewed literature related to leadership origins and varied definitions over time.
- Surveyed current university seniors about perceptions of leadership origins and definitions in comparison to previous literature.
- Measured student perceptions surrounding their own leadership abilities before and after a leadership seminar course using the Multifactor Leadership Questionnaire-5x.

**Jan 2013 - May 2013 Independent Research**  
U of M Duluth, Management Department  
Faculty Supervisor: Jennifer Mencl

Project Title: Affective Organizational Commitment as a Mediator between Work Engagement and Organizational Citizenship Behaviors.

- Surveyed junior and senior management students using Qualtrics software.
- Adapted workplace measurement tools to the university setting.
- Computed correlation and regression analysis using SPSS.
- Presented findings at poster presentation session.

## **PRESENTATIONS**

Dahl, E.M. (2019, March). Creating a Knowledge Transfer roadmap: How to keep your organization's knowledge from walking out the door. Presented as a workshop session at Duluth Chapter of Association of Training and Development. Oral Presentation.

Purvis, E. M., & Sutliff, A. M. (2014, May). Influence of gender stereotypes and leadership styles on perceptions of effective leadership. Presented at the Twin Ports Undergraduate Psychology Conference. Oral Presentation.

Purvis, E. M., & Mattson, S. G. (2014, March). Affective organizational commitment as a mediator between work engagement and organizational citizenship behaviors. Presented at the Labovitz School of Business & Economics Student Showcase. Poster Presentation.

Purvis, E. M. (2013, December). Leaders: Are they born or made (a study of student perceptions of leadership origin)? Pilot study findings presented at the University of Minnesota Duluth - University Honors Program Senior Capstone Event. Oral presentation.

## **SCHOLARSHIPS AND HONORS**

Labovitz School of Business and Economics **Student Showcase Award** (2014)

Beverly and Erwin Goldfine **Scholarship for Academic Excellence** (2012-2013)

Iron Range **Merit Scholarship** (2011-2013)

**University Honors Student** (2011-2013)

## **ADDITIONAL EXPERIENCE**

**Jan 2013 - Dec 2013 Leadership Certificate Program Teaching Assistant**

U of M Duluth, Kirby Leadership Institute

- Student Mentor: Assisted fellow Leadership Program students document their skills and courses into a leadership portfolio and provided feedback on their portfolio drafts.

**Sept 2012 - Feb 2013 Human Resources Specialist Intern**

Duluth Area Family YMCA, Duluth, MN

- Employee Records Management: Analyzed all YMCA staff records for accuracy, corrected errors, and removed duplicates; converted hard copy files to electronic form; and screened all past employee files on record, removing files over five years old.
- Supervisor Manual Project: Compiled information to guide current supervisors through processes such as employee records software, interviewing, hiring, firing and bi-annual evaluations. Led training on guide.

**Sept 2012 - Dec 2012 Undergraduate Teaching Assistant**

U of M Duluth, Psychology Department

- Courses: Statistical Methods.