

ELIZABETH KUGBEY

(765) 372-4694 • elizabeth.kugbey@bsu.edu • [LinkedIn](#) • [Portfolio](#)

PROFESSIONAL EXPERIENCE

Graduate Research Assistant - Ball State University Aug 2025 – Present

- Analyze storytelling, audience engagement, and cross-platform communication strategies.
- Facilitate ECG biometric testing, measuring physiological responses to media content.
- Design and administer Qualtrics surveys for photo editors and media audiences.
- Analyze quantitative and qualitative data using SPSS; blend communication theory with UX and media analytics.

Health Comm. & Instructional Designer - WHO, Vector Biology & Control Oct 2022 – Nov 2023

- Translated vector-biology research findings into accessible public health insights.
- Explained vector ecology, transmission pathways, and prevention in non-technical language.
- Taught courses and designed lesson plans that improved student performance by at least 25%.

Comm. & Marketing Supervisor - Decorivo Interior Designs and Constructions Dec 2023 – Aug 2025

- Managed communication strategies to support brand visibility and client engagement.
- Served as primary communication link between company and clients, improving project timeline clarity.
- Created and coordinated marketing content for social media and client presentations.

EDUCATION

Master's in Emerging Media Design and Development Aug 2025 – Present
Ball State University

B.Sc. Conservation Biology and Entomology Aug 2018 – Nov 2022
University of Cape Coast

SKILLS & SOFTWARES

Softwares: Adobe Creative Suite, Canva, Figma, Balsamiq & Whimsical, Microsoft Word, PowerPoint, Excel, Ren'Py, GitHub, WordPress, Qualtrics, SPSS, HTML & CSS.

Technical, Research & Analytical Skills: UX Research, Service Design, Transmedia Storytelling, Scriptwriting, Wireframing, Prototyping, Think Aloud, A/B Testing, Heuristic Evaluation, Data Analysis & Journey Mapping.

LEADERSHIP & SERVICE

Secretary & Advocate - **Afrisnet Africa STEM Network** (2024 – Present)

Organizer, Ghanaian Students Association - **Ball State University** (2025 – Present)

Chairperson, Conservation Biology and Entomology Students' Association (2021 – 2022)