ALYSSA HILL

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New to Bay Area | Recent Grad | UX/UI Designer

WORK EXPERIENCE

UX/UI Design Intern   10/2018 to 02/2019
SCI Creations LLC   Chandler, AZ

- Reported directly to SCI Creation's Creative Director as 1 of 4 interns
- Incorporated Adobe XD to design 17+ user interfaces of Desktop and Mobile landing pages, emails, and websites for the developer to use for implementation
- Conducted 3 task analyses, sitemap/information architecture evaluations, and usability testing reports to better determine how best to satisfy the client and customer experience
- Created customer value journeys and user flows to create meaningful designs
- Leveraged Google Analytics to perform 6 A/B tests of advertisements to quantify performance
- Produced ~80 marketing materials like Facebook ads and printed ads and brochures using graphic design principles and typography
- Completed ~20 design challenges set up by the Creative Director
- Trained 2 interns new to the company

Grader & Undergraduate TA   08/2018 to 05/2019
Arizona State University   Mesa, AZ

- Selected specifically as the 1 employee for this position because of expertise in UX and information design
- Mentored and monitored 50+ online and 30+ in-person students from around the United States in a group setting
- Created 2 of each examples of user personas, heuristic evaluations, and other research methodologies
- Counselled 30+ students to assist with understanding and learning UX and information design best practices
- Led communication with students who needed help understanding user experience processes
- Graded ~650 group assignments and provided groups suggested improvements to ensure their projects met the company's vision
- Mentored ~55 groups that need assistance with creating, communicating, and implementing better user experience design for projects
- Collaborated with Professor to develop teaching strategies and content, including discovering examples of poor User Experience

Estimator & Customer Service Specialist   05/2017 to 08/2018
ASU Print & Imaging Lab   Mesa, AZ

- Provided quotes for print jobs to customers by using estimating software
- Learned aspects of all 5 printing departments to analyze labor, material, and time needed
- Communicated with 35+ customers daily about complaints and orders via phone and email

EDUCATION

Arizona State University: Graphic Information Technology (User Experience), B.S.   Summa Cum Laude, 4.0 GPA
Mesa, AZ
Focus: Web Design, Usability, UX/UI, Visual Communication

Northern Arizona University: Sociology, B.S.   3.4 GPA
Flagstaff, AZ

SKILLS/TOOLS

Surveys	Axure RP	Trello
Sketch	Adobe XD	Storyboarding
InVision	Zeplin	Adobe Creative Cloud
Wordpress	Persona Creation	Balsamiq
User Interviews	Figma	Usability Testing
	Wireframing	