# ALISSA MARR
## UX/UI DESIGNER

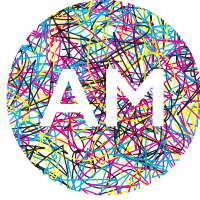**Contact**
www.alissamarr.com
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## Tools

Sketch
InVision
Axure
Miro
Trello
Illustrator
Photoshop
Figma
After Effects
HTML & CSS

## Skills

Ideation
User Research
Product Strategy
Sketching & Illustration
Wire-framing
Rapid Prototyping
Information Architecture
Content Strategy
Visual Design

## Education

**Interaction Design Foundation**
*Human-Computer Interaction*
*UI Patterns for Successful Software*
Certificate | '20 - Present

**Purchase College, SUNY**
*School of Art & Design*
BFA | Graphic Design | '09

## Community

UXPA
*'19 - Present*

Junior League of RI
*'18 - Present*

## Work Experience

### UX Design Consultant
*January '20 - Present*
• #Wepals | UX/UI Designer working with a global team to design a web application where children can connect around the world for virtual play dates.
• Bennington Mural Project | Web Designer/UX Writer for an art and construction cooperative business.
• Conducting web and application usability consults and strategizing quick-turn solutions to support businesses, especially ones affected by the pandemic.

### User Experience Design Immersive | General Assembly
*Boston, MA | September '19 - December '19*
Completed a full-time program learning UX best practices, focusing on a user-centered design process; including user research, design thinking, and UI.
• Collaborated directly with stakeholders at Salsify to design a "where to buy" feature within Instagram during a 3 week sprint
• Designed a conceptual feature in TeuxDeux app for long-term goal planning.
• Implemented an effective information architecture strategy in the redesign of Flying Tiger's conceptual e-commerce site.

### Graphic Designer | Fashion Accessories First (FAF inc.)
*Smithfield, RI | May '16 - September '19*
• Successfully translated client trends and requirements into design plans
• Designed data visualizations to support merchandised programs
• Doubled children's jewelry client base and expanded development offerings
• Developed fully spec'd pixel perfect art files for production hand-off

### Senior Graphic Designer | Adventure Trading Inc.
*Seattle, WA | June '14 - November '15*
• Designed licensed consumer products, packaging, and retail displays
• Created robust sales kits and designed tradeshow materials
• Conducted research and defined profitable new product categories
**Previous Title | Junior Graphic Designer** April '11 - January '13

### Graphic Designer - Contract | Brooks Running
*Seattle, WA | Winter '13*
• Designed Tradeshow banners under strict corporate guidelines
• Developed cohesive marketing graphics for #Runhappy at SXSW;
Poster, show cards, and web graphics for Facebook, Twitter, and blog