



I'm Alaina Ylitalo - a product designer based in the Boulder, Colorado area.

Experience

Campspot

UX/UI Designer | Oct 2019 - present

Designer for 3 scrum teams design features for Campspot's admin platform site. Select projects include a housekeeping feature, a refresh of the New Reservation workflow, and Physical Inventory Counts that allow campgrounds to keep stock of their current inventory.

Responsibilities include user interviews, user testing, wireframing, high fidelity prototypes, and design QA reviews for the developed product.

Ad2Colorado

UX/UI Designer | Jan 2020 - present

Volunteer Designer for Ad2Colorado's yearly public service project. This year's selected client was Mile High WorkShop. I prototyped, tested and designed an ecommerce store for a campaign selling vinyl bags made from recycled billboards and signage using the campaign's branding and imagery, working alongside copywriters and designers.

CloudCheckr

UX/UI Designer | June 2018 - Oct 2019

Worked on a small product team in a collaborative Agile environment. Helped to develop strategies for new product features and updating existing flows, implementing user research, wireframes, user testing, and interactive prototypes. Collaborated closely with developers to oversee creation of workflows.

Created a WCAG compliant design system for CloudCheckr's new UI, creating elements and styles that are WCAG compliant and scalable between devices.

Partners + Napier

Associate Art Director | June 2017 - June 2018

Worked with a creative team of art directors, project managers, copywriters, and fellow designers to conceptualize and provide a variety of both print and digital content and advertisements to clients, as well as packaging and larger scale tradeshow experiences for clients such as Bausch + Lomb, Friendship Dairies, Svedka, Robert Mondavi Wines, and Xerox, as well as internal agency work.

Education

Rochester Institute of Technology

BFA, Graphic Design | Graduated May 2017

Recognition

Ad2 Public Service Competition

First Place | Spring 2020

Our non-profit campaign for Mile High WorkShop won first place in the Ad 2 national Public Service Competition.

Contact

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Relevant Skills

Adobe Creative Cloud

Sketch App

Invision App

HTML & CSS

User Research

Testing

User Story Mapping

Wireframing

High Fidelity Prototypes

Illustration

Branding