

Alicia MacCara

Designer

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EDUCATION

Nucamp

Full-stack Development Course

Coder Foundry

C#, .Net bootcamp

The Graphic Design School, AU

Certificate module courses

Saint Mary's University

BCOMM, Global
Business Management

SKILLS

Tools: Sketch, Illustrator, Keynote
Photoshop, Indesign, Figma, Unity
After Effects, XCode, Sublime, Github

Visual: illustration, sketching,
mockups, video editing, visual design

Development: JS, HTML, CSS, C#,
swift, Gatsby, P5.js

WORK

Designer 2 / Foursquare

August 2019 - Present, NYC

- Design and sketch user-flows, wireframes and mocks to present to project stakeholders using pen and paper as well as figma/sketch.
- Create prototypes to present to stakeholders and hand off to developers for implementation on our dev console.
- Collaborate with other product designers to ensure consistency throughout our platforms.

Designer 1 / Foursquare

February 2018 - August 2019

- Created and implemented a training program for incoming designers. Training included marketing campaign creation, interaction with clients and internal sales-staff and design and campaign software usage.
- Worked with sales and marketing to create mobile ad experiences for our various clients.
- Established a "creative-services handbook" for all relevant departments outlining our creative capabilities, creative solutions by KPI or vertical and a directory of helpful resources.

Graphic Designer / iHOPE School

April 2017 - February 2018, NYC

- Developed creative concepts and implemented print and digital projects from start to finish while adhering to strict timelines.
- Coordinated with vendors to produce quality print material on time.
- Conceptualized and produced marketing campaigns for events in print, on web and for social.