




Alisha Albada

UX / UI Designer

My goal is to be a user experience designer for a company where I can be creative, innovative, and turn my passion for re imagining ideas into my day job. As a positive, hard-working, and reliable individual, I bring experience in juggling multiple responsibilities such as marketing, sales, business operations, and product development, as well as over a decade in customer service.

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Tools

- Figma
- Adobe XD
- Sketch
- Balsamiq
- HTML/CSS
- MS-Office

Skills

Technical

- User research and user strategy
- Wireframing & prototyping
- Usability testing
- HTML & CSS
- UI design
- Responsive web and mobile app design
- Content development/writing
- Marketing/Social media.

Business

- Accounting
- Order processing
- Inventory management
- Customer relations
- Marketing & advertising
- Marketing research & analytics
- Project management
- International business

Interpersonal

- Team leadership
- Employee training
- Innovative thinking
- Management
- Communication
- Conflict resolution
- Negotiation
- Positivity
- Empathetic



WORK EXPERIENCE

2021

Customer Liaison / Jr. UX/UI Designer Support

Woof Pet Inc. Boulder, CO

- Assist in innovative pet product design and market testing
 - Conduct remote user research and usability testing using surveys, prototype product feedback
 - Organize and analyze research findings for better understanding of user insight/feedback
 - Identified product error which resulted in iterations
- Conduct market research in pet industry resulting in new product focus and design
- Customer email outreach to 1000's of customers via personalized and mass email campaigns using Mailchimp.
- Social media content development and management
- Lead order fulfillment and processing for ~35 orders per day
- Website UX, UI design, testing and evaluation.

2021

2019–

Business Operations Manager

Imatest, LLC. Boulder, CO

- Lead Order Fulfillment & Procurement for over \$4.5 million in sales annually
- Process Purchase Orders and online store orders
 - Sales increased by 20% while in lead order fulfillment and marketing role in 2019-21.
- Account management for 100+ customers, including ~15 fortune 500 companies using Confluence.
- Marketing Research/Analytics
- Created digital designs for marketing, social media, product release for image quality testing software, test charts, and hardware.

2019

Business Manager

Aveno Antiquo, Inc. Denver, CO

- Assist in new business development/ product creation / health food product launch for over 30+ start-ups.
- Consult ~5 companies per month on new product design and pricing
- Conduct market research in health food industry
- Develop & maintain positive customer relations with new and existing customers.
- Customer onboarding and account management
- Ingredient procurement and ordering
- Accounting.



EDUCATION

2021

UX Design Immersive Course

CareerFoundry, Berlin. June - November 2021

Specialization: Frontend Development for Designers

- Intensive training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, user personas, testing, information architecture, and visual design fundamentals.

2018

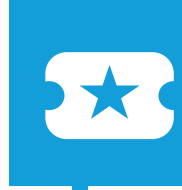
Bachelor Degree Business Management

Metropolitan State University of Denver

Denver, CO

3.4 GPA

Nominated for National Society of Leadership



HOBBIES AND INTERESTS

Being with friends and family. I love being active and outdoors whenever possible. I enjoy playing disc golf, tennis, soccer, and volleyball. I enjoy hiking and camping, as well as using my stand up paddle board on many of Colorado's beautiful lakes. In the winter, I love to snowboard. When I'm not outside, I love to paint, read, bake, and take on D.I.Y projects.