

# Alexa Shippy

## UX/UI DESIGNER

### SKILLS

User Research  
User Stories & Personas  
Journey Mapping  
Wireframing  
Prototyping  
Visual Design  
Human-Centered Design  
Usability Testing  
Brand Identity & Strategy  
Communication Specialist  
Multitasking  
Organized

### TOOLS

Figma  
InVision  
Webflow  
HTML  
CSS  
JavaScript  
Sketch  
GitHub  
Terminal  
Adobe (Creative Suite)

### CONTACT ME

916-803-3869  
ashippyflc@gmail.com

### EDUCATION

Univ. of South Florida  
BA in Communication  
Class of 2018

### Bloc

Apprentice in Web Design  
09/2019-04/2020

I am a UX/ UI Designer whose work focuses on integrating visual design and communication to make interfaces friendly and enjoyable.

My philosophy is “less is more”, making user experiences more fluid and frictionless.

## PROFESSIONAL EXPERIENCE

### Olympus Cloud Service:

A prompt was given from stakeholders to create a cloud storage service with specified features. With user research and competitive analysis research, a hole in already existing services had to be found in order to enter the market competitively.

**Skills used:** User survey/ Competitive analysis/ A/B Testing/ User stories/ Journey mapping/ wireframing/ prototyping/ brand refinement

**Tools used:** Figma/ Illustrator/ InVision/ Github

### Busy Bus:

Given an already existing application concept, a problem of bus stops being overwhelmed with buses and riders being confused as to which one was theirs needed to be solved. With human-centered design in mind, a solution was created and coded.

**Skills used:** User survey/ Competitive analysis/ A/B Testing/ User stories/ Journey mapping/ wireframing/ prototyping.

**Tools used:** Figma/ Illustrator/ InVision/ HTML/ CSS/ Javascript/ Github

### Adamant Barbell Club: Web Design & Branding

*Contracted December 2019-April 2020*

Worked to create a clear brand identity by utilizing personas, mind mapping sessions, and stylescapes which turned into styleguides that keeps consistency within the brand.

Incorporated the brand identity through the responsive website.

### MB Sling Shot: Graphic Design/ S.M. associate

*October 2018-June 2019*

Developed marketing campaigns assests for new products and events. Worked on social media strategy for marketing purposes.

### Professional Serving Staff

*December 2010-December 2019*

Provided friendly, personalized customer service with advanced wine knowledge to menu memorization. Utilized interpersonal communication and conflict resolution to foster professionalism in the work place.