

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

OTHER

Communication Specialist
Multitasking
Organized

TOOLS

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

CONTACT ME

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EDUCATION

Univ. of South Florida
BA in Communication
Class of 2018

Bloc

Apprentice in Web Design
09/2019-09/2020

I am a UX/ UI Designer currently in Portland and looking to go where the wind takes me. I have a frictionless approach to user experience and specialize in communication through visual design.

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 service 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 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 campaign assets 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.