

ALECIA MCMAHON

UX/UI DESIGNER

RELEVANT EXPERIENCE

UX | UI DESIGN APPRENTICE • BLOC.IO

JUL 17 - Pres

Produced design deliverables including user stories, flows, wireframes, mock-ups, and prototypes

Designed user interfaces for mobile apps, web-based platforms, and SaaS web apps.

Created original branding and visual identities for a variety of concepts to meet product and user needs.

Collaborated remotely with Senior UX Professionals to develop design process and techniques as a UX | UI Designer

MARKETING & DESIGN ASST • UPWARDLY GLOBAL

JAN 16 - SEP 17

Designed and managed brand-centered email marketing templates and trained staff on editing templates while staying on brand.

Designed program, event, and campaign flyers for national and cross-departmental use.

Spearheaded National Volunteer Social Media Campaign doubling the number of people reached organically from Upwardly Global's mean social media metrics.

PROJECTS

TRUE CAREERS SOLUTIONS

DEC 2017

Responsive website and branding for career coaching and consulting startup in New York City.

HEALTH PLEX FITNESS CENTER

NOV 2017

Fitness center website designed for a more user focused experience and a cleaner, more modern interface.

BLOCBOX

SEP 2017

Cloud-based web application which allows users to create, upload, and save photos, documents, and links with the option of collaborating with team members

UPWARDLY GLOBAL

JUL 2017

Consulted, collaborated, and created content for the non-profit website redesign to allow seamless navigation for a broader audience

SKILLS

User Experience Design

User Interface Design

User Research

Concept Development

Wireframing

Prototyping

HTML | CSS

Responsive Web Design

Bilingual: Spanish

TOOLS

Sketch

InvisionApp

Balsamiq

Photoshop

Illustrator

InDesign

Wordpress

GitHub

Atom

Peek

MailChimp

Salesforce

EDUCATION

GRAPHIC DESIGN CERT.

CALIFORNIA INTS. OF THE ARTS 2016

BACHELOR OF ARTS

UNIVERSITY OF NEBRASKA 2012

Political Science | Global Studies

CONTACT

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ALECIA MCMAHON

UX/UI DESIGNER

OTHER PROFESSIONAL EXPERIENCE

ALUMNI PROGRAM MANAGER | VOLUNTEER & EVENTS COORDINATOR

UPWARDLY GLOBAL

JAN 16 - SEP 17

NEW YORK, NY

Cultivated and maintain donor-based relationships with over 30 Fortune 500 corporate partners that yield over \$1 million annually to fund Upwardly Global's national programs

Redesigned and oversaw implementation of CRM processes to improve Upwardly Global's database management for more efficient constituent communication

Designed and implemented a comprehensive Alumni Program to connect successfully-placed clients with one another, and to expand Upwardly Global's professional offerings

Developed and managed project life cycle of Upwardly Global's first national ESL volunteer mentorship program, including conception, design, training, launch, and analysis

Manage relationships with over 500 volunteers, and 700 Alumni from 124 countries

VOLUNTEER MANAGER: HEFORSHE CAMPAIGN

UNWOMEN | US PEACE CORPS

JAN 15 - AUG 15

ASUNCION, PARAGUAY

Co-founded HeForShe Campaign and oversaw national training and outreach efforts

Oversaw operations for 76 local projects; resulting in a 1350% increase in pledges to support gender equality

Developed workshop curriculum and facilitated training to participating volunteer field coordinators

Delegated logistical and programmatic responsibilities of 92 field coordinators

Maintained database of HeForShe event records using Microsoft Excel and Google Drive

NATIONAL PROGRAM DIRECTOR

JOVENES POR PARAGUAY | US PEACE CORPS

NOV 13 - JAN 15

ASUNCION, PARAGUAY

Boosted program involvement by 1300% through an innovative training, disbursement, & marketing strategy

Led the ideation and implementation of programmatic updates to increase program reach and effectiveness

Directly managed a team of 6; oversaw operations, organized logistics and managed financial reports

Developed a comprehensive participant manual outlining proper project planning procedures and training

Organized and executed two national 4-day youth conferences; overseeing the full project cycle

Trained 45+ volunteers on creative strategies for teaching youth development