

# ALIYA MARDER

*Design generalist*

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To consider the human impact first.

To lead teams to design, build, and test meaningful solutions.

To promote ownership, creativity, and engagement in the people I work with.

## **PHILOSOPHIE** *a design and strategy consultancy* 2015 – present

Associate director      Opened a Seattle office, reporting to the CEO.  
Responsible for business development, relationship management, hiring, and project delivery.

Senior product designer & strategist      Led projects with an average 9.8 NPS score and a renewal rate of 80%.  
Managed long-term relationships with established clients such as Pricewaterhouse Coopers, Google, and SKY.  
Worked side-by-side with innovative companies in emerging technology spaces such as ConsenSys, WinView, and OmegaOne.

## **CHEWSE** *a food delivery startup* 2013 – 2015

Design lead      Led the product and design direction in support of raising a series A.  
Spearheaded the efforts to bring human-centered design to our team.

## **MIR PARTNERS - PENNYPOP** *a mobile gaming company* 2012 – 2013

UX designer      Redesigned the onboarding and in-game experience to increase conversion by 25% and doubled retention.

## **DESIGN BY ALIYA** 2011 – present

That's me!      Pro-bono strategy and design for companies dedicated to positive change for local communities, environmental causes, and civil rights.

### **EDUCATION**

Northwestern, BA

NOBL.io Facilitation Certification

Cooper Design Facilitation Certification

### **VOLUNTEER WORK**

SVC UX Design Mentor

Hexagon Mentor

IxDA Board Member