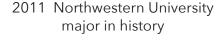


aliyamarder.com github.com/aliyamarder dribbble.com/aliyamarder

____ May '15 to now Lean UX, development and branding for start up and enterprise companies within small agile teams Implemented lean branding and user testing processes to make data-driven decisions Agile team and client collaboration to develop and interate quickly Ownership over entire design process with frequent interaction with users and clients Building complex products with new frameworks: ReactJS, AngularJS, and Ionic Chewse: Angular Developer & Designer Feb '14 to May '15 UX, UI, user research and user testing, front-end development and graphic design for a food startup Created and maintained interation and front end code in AngularJS Designed and built sign-up flow and user onboarding experience increasing conversion Interviewed clients and restaurants for new features and developing product roadmap Managed product roadmap, internal feedback and tools with CTO PennyPop: Lead UX Designer. Oct '13 to Feb '14 UX, UI, user research, and game design for a cross-platform mobile game Wireframed and prototyped all user interaction with mobile game Redesigned new onboarding process increasing the percentage of returning players Freelance Web and Brand Design • Apr'13 to now Web design for small businesses, non-profits, and PR firms primarily in the food and wine industry User research and user persona consulting for Quiz Up, Icelandic mobile gaming company Event, identity and logo design for small businesses Web design for local wineries and bars in SF and Sonoma Design and development of website on Wordpress for 51Oakland non-profit





Adobe illustrator Sketch Typography Icon design



HTML5 and CSS3 Javascript AngularJS and ReactJS a bit of Python



UX and UI User testing User research Brand design

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