aliyamarder@gmail.com
Brooklyn, New York
206.779.5683

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

aliyamarder

Philosophie NY: Designer & Developer • 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

2011 Northwestern University
major in history

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

aliyamarder