



# ALLI JESSICA FRIED

## UI / UX Designer

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### EXPERIENCE

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February - April 2016

**StartUp Institute - NYC, New York**  
**Product Designer / Front End Developer**

- UI/UX design & front end development skills
- Selected from a competitive applicant pool for this eight week immersive program. Startup Institute helps individuals to develop the skills, mindset, and network to be high-impact at a high-growth company.
- Worked with a partner company - created a website to increase their site's traffic.

June 2013 - February 2016

**FAI Design Group - Irvington, New York**  
**Package Designer**

- Worked on a team of designers to complete a variety of commercial design projects.
  - Personal designs have been selected by clients for production to be sold in stores such as Bed Bath and Beyond and TJMaxx.
  - Was able to work under the head designer and head production artist, which gave me a greater understanding of workflow and general flow of a small company.
  - Learned a lot about how people interact with physical products and how to make them want to.
- Intern**
- Developed brand books for clients' internal use, creating logos, package designs, and 3D mock-ups

August 2014 - Present

**Freelance Work - UX/UI Design**  
**Bushido Karate School**

- Website redesign. Their website was stuck in the 1990s, so they asked me to help give it a total revamp.
- Focused on creating an easy experience for their current users and new clients to gather information regarding what they have to offer.

**New Launch (Confidential)**

- Designed wireframes for a Website and iPhone App. Focused to UX and content strategy when organizing layout and overall functionality.

June 2010 - 2013

**Right Up Your Alli**  
**Owner/Designer**

- Started a web-based jewelry company.
- Designed hand-made jewelry.
- Sold at trunk shows and participated in charity sale events where proceeds were donated.

### CONTACT

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### EDUCATION

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Graduation May 2014

**CUNY Queens - Bachelor in Graphic Design**  
**Honors College - Business and Liberal Arts**

Sigma Delta Tau Fall 2011 - 2014

Alumni co-chair Spring 2011

Fundraising co-chair Spring 2012-14

**School of Visual Arts**

Additional course work in Graphic Design

### APPLICATIONS

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**Programs**

Sketch, Illustrator, Indesign, Photoshop

**Skills**

HTML, CSS, JavaScript

### INTERESTS

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**DESIGN** | **TYPOGRAPHY** | **BAKE**  
**FITNESS** | **IMAGINE** | **CREATE**  
**SNOWBOARD** | **LEARN** | **READ**  
**WALK** | **COOK** | **TRAVEL** | **PLAY**  
**FOCUS** | **MUSIC** | **BASKETBALL**