ALLI JESSICA FRIED
UI / UX Designer

EXPERIENCE

February - April 2016
StartUp Institute - NYC, New York
Web Design | Front End Developer
• UI/UX design & front end development skills
• Working with a partner company to further their product.
• 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.

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 with the head production artist, which gave me a greater understanding of workflow and general flow of a small company.
• Learned alot 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 mockups.

August 2014 - Present
Freelance Work
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

Cell: **9172878732**
E-mail: **fried.allij@gmail.com**
Website: **www.allijfried.com**
LinkedIn: **www.linkedin.com/in/allijfried**
Twitter: **https://twitter.com/allijfried**

EDUCATION

Graduation May 2014
CUNY Queens - Bachelor in Graphic Design
Honors College - Business and Liberal Arts
Sigma Delta Tau *Fall 2011 - Current*
Alumni co-chair *Spring 2011*
Fundraising co-chair *Spring 2012-14*

School of Visual Arts
Additional course work in Graphic Design

APPLICATIONS

Programs
Sketch, Illustrator, Indesign, Photoshop

Skills
HTML, CSS, JavaScript

INTERESTS

DESIGN | TYPOGRAPHY | *CODE*
FITNESS | ***IMAGINE*** | CREATE
EXPERIENCE | LEARN | ***READ***
HTML | COOK | INTERACTION
FOCUS | **MUSIC** | *BASKETBALL*
SNOWBOARD | TRAVEL | **CSS**