



ALLI JESSICA FRIED

Product Designer

EXPERIENCE

August 2014 - Present

Freelance Work - Sample Projects

- Confidential - Product Design
- FreeLance Studios - Logo Creation
- Paula Small DDS - Branding and Logo
- YogaCare - Website Creation

October 2016 - July 2017

Impact Health

Product Designer

- Report directly to the CEO
- Responsibly to converting the CEO's vision into reality for full product life cycle
- Create products from both a UI and UX perspective, while accounting for user centric designs and experiences.
- Initialize analytics and utilize findings in order to help guide product decisions
- Perform UX and Usability testing

July - October 2016

Techstars - NYC, NY

Lead Design Associate

- Led design initiatives for 15 seed-stage startups
- Owned product management between developers & founders on UX (including B2B and B2C companies)
- Styled pitch decks, which founders presented to hundred of potential investors.

EDUCATION

Graduation May 2014

CUNY Queens - Bachelor in Graphic Design

Honors College - Business and Liberal Arts

Sigma Delta Tau *Fall 2011 - 14*

Alumni co-chair *Spring 2011*

Fundraising co-chair *Spring 2012-14*

School of Visual Arts - Extra courses

CONTACT

Cell: 917.287.8732

E-mail: fried.allij@gmail.com

Website: www.allijfried.com

LinkedIn: www.linkedin.com/in/allijfried

February - April 2016

StartUp Institute - NYC, NY

Web Design | Front End Developer

- Focused on UI/UX techniques and front end dev.
- Collaborated with partner companies to further their product from a design standpoint
- Startup Institute helps individuals to develop the skills, mind-set, and network to be high-impact at a high-growth company

June 2013 - February 2016

FAI Design Group - Irvington, NY

Package Designer

- Worked on a team of designers to complete a variety of commercial design projects
- Designs produced & on shelves of Bed Bath & Beyond
- Worked directly with the head designer and production team, gained an understanding of efficient workflow and insight in a small company
- Leveraged insights on how consumers interact with products throughout the design process to create a one the customer wants to interact with

June 2010 - 2013

Right Up Your Alli

Owner/Designer

- Started a web-based jewelry company
- Designed hand-made jewelry

APPLICATIONS

Programs

Sketch, Illustrator, InDesign, Photoshop, Heap Analytics, Mouseflow, Invision

Skills

HTML, CSS, JavaScript

INTERESTS

DESIGN | TYPOGRAPHY | CODE
FITNESS | **TRAVEL** | CREATE
EXPERIENCE | LEARN | **MUSIC**
LISTEN | FOCUS | TRAVEL | COOK