



# ALLI JESSICA FRIED

## Product 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 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 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](mailto:fried.allij@gmail.com)

Website: [www.allijfried.com](http://www.allijfried.com)

LinkedIn: [www.linkedin.com/in/allijfried](http://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**