



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 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

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