{ ARIELLE CERINI }

+ UI/UX Designer + Design Thinking Strategist + FrontEnd Developer

MEMBERSHIPS

AMERICAN INSTITUTE OF GRAPHIC ARTISTS
STUDENT MEMBER / SINCE 2017

DESIGN RESEARCH SOCIETY
STUDENT MEMBER / SINCE 2017

EDUCATION

RENSSELAER POLYTECHNIC INSTITUTE
DOCTORATE OF PHILOSOPHY
ELECTRONIC ARTS
2017 – 2021

PRATT INSTITUTE
MASTERS OF FINE ARTS
COMMUNICATIONS DESIGN
2015 – 2017

COLLEGE OF WOOSTER
BACHELOR OF LIBERAL ARTS
MAJOR: PSYCHOLOGY | MINOR: STUDIO ART
2011 – 2015

FELLOWSHIPS & AWARDS

GRADUATE FELLOWSHIP
RPI | 05.2020 – 08.2020

OUTSTANDING MERIT
PRATT INSTITUTE | 2017

EXHIBITIONS

EAT UR WORDS
TROY, NY | APRIL 2018

HACKING FOR INTIMACY
BROOKLYN, NY | MARCH 2017

PROFICIENT IN

ADOBE SUITE [Ae, Ai, An, Dn, Ic, Id, Lr, LrC, Ps, Pr, Xd] /
UXPIN / SKETCH / FIGMA / SPSS / HTML / CSS / SASS /
SCSS / JS [NUXT (VUE), JQUERY, NODE, REACT, EXPRESS] /
STORYBOOK / D3 / AXIOS / REDUX / TYPESCRIPT / SVG /
JAVA / C++ / P5.JS / MONGODB /GITHUB / DOCKER.IO

INTERESTS

CRITICAL DESIGN / UI/UX DESIGN / FRONTEND DEV. /
COMMUNICATION TECHNOLOGIES / BIOMETRICS / WEB DEV. /
DATA VISUALIZATION / PSYCHOLOGY / HUMAN FACTORS /
DESIGN THINKING / DESIGN RESEARCH / DESIGN ACTIVISM /
HCI / PHOTOGRAPHY / PAINTING / SINGING / BAKING

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ARIELLECERINI

DESIGN RESEARCH EXPERIENCE

DESIGN RESEARCH ASSISTANTSHIP
IBM HEALS | 08.2020 – 05.2021
Worked to develop a health application prototype with a team of researchers.
Application designed for user testing and proof of concept. Developed and
executed design research methodology to aid in UI/UX design development.

RESEARCH ASSISTANTSHIP
RPI DEPARTMENT OF DATA SCIENCES | 05.2020 – 08.2020
Member of the team responsible for developing RPIs COVID-19 Contact Tracing
applications. Responsibilities included: performed UI audits of pre-existing
interfaces, headed the UI team, gave presentations on design research and its
role in UI/UX design, ensured ADA Compliance. [Publication pending]

DESIGN EXPERIENCE

DIGITAL AND PRINT FREELANCE DESIGNER
SCHOLASTIC EDUCATION | 03.2020 – PRESENT
Projects included: Developing design systems for asset management and
improved company workflow, email coding, as well as a variety of other
digital and print designs.

PACKAGING AND DIGITAL DESIGNER
NY CAKE | NYCAKEACADEMY.COM | 05.2018 – 08.2018
Projects included: Cafe packaging, company website, uniforms.

GRAPHIC + WEB DESIGNER
NY CAKE | THENYCAKESHOW.COM | 04.2016 – 06.2017
Projects included: Event website, signage, press kit, sponsor packet.

DEVELOPER & UI DESIGNER
PRATT INSTITUTE | ALUMNI RELATIONS | SUMMER 2017
Developed Giving form from start to finish, including the research and
ideation process. Created a series of email templates for the company to
use that are cross-platform compatible, as well as coded/managed several
custom email projects.

WEB DESIGNER
CERINI & ASSOC. | CERINIANDASSOCIATES.COM

12.2016	Assisted with website redesign [Website won awards for interface design]
2020	Aided with the most recent website overhaul, focusing on ease of access to the information

FREELANCE PROJECTS

2020	COURSE DEVELOPMENT	DMA [Intro to Java & Mobile App Dev]
12.2018	VIDEO MAPPING PROJECTION	NY CAKE
03.2018	WEBSITE DEVELOPMENT	PRIME SHINE
2018	WEBSITE DEVELOPMENT	CERINIC