



{ 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

RPI-IBM HEALS | 08.2020 - CURRENT

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.

{ NUXT, SASS, CSS, UI/UX DESIGN, D3.JS, GITHUB, DOCKER.IO, AXIOS, ADOBE [Ai, Xd] }

RPI DEPT. 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 the importance of design research and best practices for UI/UX design, ensured ADA Compliance.

{ RSHINY, CSS, UXPIN, UI/UX DESIGN, JQUERY, HTML, GITHUB, ADOBE [Ai, Id] }

DESIGN EXPERIENCE

DIGITAL AND PRINT FREELANCE DESIGNER

SCHOLASTIC EDUCATION | 03.2020 - 03.2021

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.

{ SKETCH, AEM, ADOBE [Ai, Id, Ps, Xd, Lr,], PDF SCRIPTING, LUA }

PACKAGING AND DIGITAL DESIGNER

NY CAKE | NYCAKEACADEMY.COM | 05.2018 - 03.2020

Projects included: Cafe branding and packaging, NY Cake Cafe and Academy website designs and development, built a responsive custom ordering tool that integrated with in store system, etc.

{ ADOBE [Ae, Ai, Id, Pr, Ps, Xd, Lr], RHINO, DIVI, WORDPRESS, JS, CSS, HTML }

GRAPHIC + WEB DESIGNER

NY CAKE | THENYCAKESHOW.COM | 04.2016 - 06.2017

Projects included: Event website, signage, press kit, sponsor packet.

{ ADOBE [Ae, Ai, Id, Pr, Ps, Xd, Lr], WORDPRESS, JS, CSS, HTML, WOOCOMMERCE }

DEVELOPER & UI DESIGNER

PRATT INSTITUTE | ALUMNI RELATIONS | SUMMER 2017

Designed and developed school Giving Form, Created a series of cross platform email templates, and developed a series of email campaigns.

{ ADOBE [Ai, Id,], WORDPRESS, JS, CSS, HTML, WOOCOMMERCE }

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]

03.2018 **WEBSITE DEVELOPMENT | PRIME SHINE**

2018 **WEBSITE DEVELOPMENT | CERINIC**