

# { ARIELLE CERINI }

+ Digital Designer + Critical Creative Practitioner + Design Thinker + Strategist

## 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 / POSTSCRIPT / RHINO / MACRO CODING  
WEB DESIGN / PREMIERE PRO / HTML / AFTER EFFECTS  
SOCIAL MEDIA / PROCESSING C++ / CSS / XD  
REACT.NATIVE / RSTUDIO / ARDUINO / UXPIN / SKETCH  
JS [ NODE , REACT , EXPRESS , JQUERY ]

## INTERESTS

CRITICAL DESIGN / UI/UX DESIGN / CREATIVE CODING  
DATA VISUALIZATION / DESIGN ACTIVISM / UI DESIGN  
PSYCHOLOGY / PHOTOGRAPHY / PAINTING / SINGING  
DESIGN THINKING / DESIGN RESEARCH / HCI

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## 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