Jill Mazzola

Hi! I'm an aspiring UX designer with seven years' experience in fashion design and ecommerce, including extensive experience in marketing and sales within retail, wholesale, and consumer goods industries.

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Education

CareerFoundry UX Design Certification, August 2020
Intensive project-based training program with a focus on research, UX design, and frontend development
Project 1: Challenge Accepted
- Designed a mobile application that allows users to play a scavenger hunt
- Identified a problem statement, did competitive analyses, and wrote business requirements & user stories
- Constructed user personas, illustrated user flows & journey maps, and built a mobile-first design plan
- Worked in iterations: Built a sitemap, low- and high-fidelity prototypes, and eventually interactive prototypes
- Wrote a usability test plan and script, conducted interviews & A/B tests, and made plans for future design efforts
- Applied Gestalt Principles, built a style guide & pattern library, conducted peer review for the final prototype
- Filmed and published a video presentation of the prototype
Outcome of project: A functioning prototype that demonstrates my grasp of user-centered design, generative & evaluative research, information architecture, iterative prototyping, and design presentation.
Tools and Technologies used: Adobe XD, Adobe Illustrator, Optimal Workshop, Usability Hub
Project 2: Portfolio Site Design
- Designed a writing portfolio website for me and my writing partner.
- Employed HTML, CSS, and JavaScript to build the site
- Conducted user and accessibility testing to improve usability
Outcome of project: A fully functional portfolio website (see it at jillmazzola.github.io/jessica-jill/)
Tools and Technologies used: Adobe Illustrator, Adobe Photoshop, Adobe XD, Atom

Parsons The New School for Design BFA Fashion Design, May 2014
Chase Scholars Program; Dean's List, Saks Fifth Avenue, and BFA Scholarships
Nominee, Portfolio of the Year, Parsons the New School for Design, 2014

Experience

Bombfell, Inc., New York, NY — Nov 2015 – Present
Merchandising Coordinator — **Mar 2018 – Present**
- Assess clothing styles for fit and quality
- Manage the internal and client-facing item web pages using proprietary software
- Authorize, place, and track purchase orders using Microsoft Excel and G Suite
- Maintain vendor communication to acquire (and edit!) item images and resolve issues
- Manage our internal Instagram to keep the styling team informed of inventory updates
- Conduct trend research and evaluation
- Highlight: Recently cut costs by identifying unnecessary spending on sample POs
- Highlight: Trained and mentored a subordinate employee for the first time!

Assistant, Special Projects — **May 2017 – Mar 2018**
- Conducted extensive customer research via comparison shipping, ethnographic field interviews, and data analysis
- Worked on a cross-functional team to develop two private label clothing lines perfectly suited for the Bombfell user
- Worked with vendor partners to direct and approve final designs for private label lines
- Managed inventory and imagery for Bombfell's collaboration with JC Penney
- Highlight: Streamlined team processes to improve efficiency

Men's Stylist — **Nov 2015 – May 2017**
- Styled personalized packages for customers based on user profiles, purchase history, sales data, and feedback using proprietary software
- Worked with the customer experience team to resolve issues

Condé Nast Media Group, New York, NY — Jan 2015 – Sept 2015
Associate Manager of Marketing
- Conceived and managed various creative digital campaigns from initial request and written proposal through execution using Apple Keynote
- Created digital files and renderings for on-location events using Adobe Illustrator and Photoshop
- Processed invoices and facilitated blogger activations
- Mitigated issues with clients, agency partners, and vendors
- Planned and prepared for several multi-day events across the country

Cygnet Studio, Inc., New York, NY — Jan 2014 – Dec 2014
Studio Assistant
- Prepared fabric and materials for construction: patterning, cutting, hand stitching, and custom treatment
- Maintained stock and specialty fabric and reference garments

Eric Winterling, Inc., New York, NY — Jan 2014 – Aug 2014
Studio Assistant
- Applied couture hand treatment for garments: beading, applique, hot-fit application, etc.
- Maintained stock and specialty fabric, reference garments, and patterns

CAP, LLC, Ramsey, NJ — Aug 2012 – Aug 2015
Media Lead
- Designed all branding materials including logo using Adobe Illustrator
- Designed and produced all print and digital advertisements, posters, flyers, competition pieces
- Content production for business partners: in-store signage and print advertisements

Ford + Condé Nast Parsons Design Lab, New York, NY — Jun 2014 – Sept 2014
Design Fellow
- Along with 4 other fellows, produced a fashion collection in celebration of the 50th anniversary of the Ford Mustang
- Focused on materials and fabric experimentation
- Lead team organization and communication with stakeholders

Royal Society of the Arts — April 2013
Winner, US Student Design Award, Textiles
- Independent Project: explored a textile printing system that extends a fabric's use phase

Freelance Digital Projects

Paul J. Mazzola, Inc., Hackensack, NJ — Ongoing
- Design all branding materials including logo (for use on business cards, invoices, and website) using Adobe Illustrator
- Select fabrics for special projects
- Highlight: Recently launched throw pillow program using Shopify

Custom Boozy Creations, Staten Island, NY — Jun 2020
- Designed all branding materials including logo (for use on business cards and social media) using Adobe Illustrator

Handmade with Love, Central Valley, NY — Sep 2014 – Jun 2016
- Designed all branding materials including logo and tags (for use on business cards, product labels, and print signage) using Adobe Illustrator

KinderClimbers, Chester, NY — Feb 2014
- Designed all branding materials including logo (for use on business cards, video content, and website) using Adobe Illustrator

Expertise

UX	Product Skills	Fashion Skills	Programs
- Competitive Analysis	- Fashion Design & Construction	- Adobe Illustrator, Photoshop, XD, InDesign, Bridge, Character Animator, Premiere Rush
- Business Canvas Design	- Apparel Pattern Development	- Marvelapp
- Product Development	- Garment Fitting	- UserTesting
- User-Flow Mapping	- Illustration	- UsabilityHub
- User Personas, Mental Models	- Private Label Development	- Optimal Workshop
- Product Requirements	- Merchandising	- Pointcarre
- Qualitative & Quantitative Research	- Inventory Management	- Keynote
- User Research	- Couture Handwork	- Microsoft Office
- Heuristic Evaluation	- Fabrication: Weaving, Felting, & Knitting	- Google Suite
- Prototyping Across Fidelities	- Millinery	- GitHub
- Interviews & Surveys	- Flats & Specs	
- User Centered Design		
- Content & Design Strategy		
- Information Architecture		
- Basic HTML, CSS, and JavaScript		