ELIZABETH SASSEMAN

UX|UI & graphic designer
with 4 years experience

I focus on creating and capturing simplicity through user-centric design. I have interests in product vision, business strategy, UX/UI design, interaction design, graphic design, leading a team, wearing many hats, and learning.

PORTFOLIO
elizabethsasseman.com

EMAIL
elizabethsasseman@gmail.com

PHONE
317.219.9456

SKILLS

Competitive Analysis
User Research
Persona Development
Journey Maps
Storyboards
Moodboards
Sketching
Mockups
Wireframes
User Flows
Prototyping
Usability Testing
Mobile Design
Desktop Design
Presentation
Communication
Video Editing
Photography

TOOLS

Illustrator
Photoshop
Lightroom
HTML/CSS
Bootstrap 4
Sketch
InVision
Agile/Lean
Scrum
Kanban
Mac & PC
JavaScript
Angular 8

TALENTS

- Inventive ideas person
- Excellent eye for great design
- Quick learner
- Driven and independent
- Ability to see big picture vision
- Lifelong learner
- Solving jigsaw puzzles
- Fixing things
- Spatial abilities
- Experimental cooking
- Have run several 100-mile mountain races

WORK EXPERIENCE

Freelance
UX/UI/Interaction Designer
Oct. 2019 - present

- Work with small start-ups and individuals
- Led a UX initiative for a small start-up
- Take products from idea to development by doing competitive analysis, user research, business MVP prioritization, brand development, persona development, and creating mockups
- Focused on responsive and user-centric design

Guardian Life Insurance Co. / ReedGroup
UX/UI Designer & Front-End Developer
Apr. 2018 - Aug. 2019

- Developed a new way to describe spacing guidelines to engineers and managed the product style guides
- Presented designs to product owners, engineering teams, and account executives
- Iterated on designs on a collaborative Agile/Lean team using Kanban during 10-day sprints and attended Scrum
- Did user research, created mockups, prototyped and refined designs, did user testing, and communicated designs using personas and journey maps

The Rolland Group
Graphic/Visual Designer
Jul. 2016 - Mar. 2018

- Helped implement design into this small start-up
- Developed new design standards and revised print graphics to meet design standards
- Designed email ad campaigns using MailChimp and HTML
- Worked closely with the marketing team to create advertising content for web, print, and email

ACHIEVEMENTS

- Lean Six Sigma Yellow Belt certified
- Won awards for several pieces of artwork
- Led the rock climbing club at Indiana University
- Coached a youth rock climbing team

EDUCATION

Bachelor of Science ('09 - '13)
Indiana University - Bloomington
Kinesiology and Psychology