ELIZABETH SASSEMAN
designer & entrepreneur

SKILLS

Illustrator, CC

Photoshop, CC

HTML/CSS

Bootstrap 4

JavaScript

Competitive Analysis

User Research

Personas

Defining Voice

Journey Maps

Storyboards

Whiteboarding

Moodboards

Sketching

Mockups

Wireframes

User Flows

Site Maps

Prototyping

User Testing

Mobile Design

Lean & Agile

Kanban

Verbal Communication

Written Communication

Lightroom, CC

DSLR Photography

Print Design

MailChimp Campaigns

Organization

Mac & PC

PROFILE

I am skilled at taking ideas from design to prototype. I am incredibly motivated by innovative collaboration, the freedom to invent and brainstorm, and by passionate people who think outside the box. I have experience working on a team of UX and UI designers, and with engineers, product developers, and tech writers. I have experience working in an iterative Agile environment where I spend time doing UX research, building prototypes, user testing, presenting ideas, and refining designs. I am also a skilled photographer, an entrepreneur, and a product developer.

EXPERIENCE

Freelance
UX & Website Designer
Sep 2019 - present

Currently working with a small start-up company as their lead designer to create a better software product while the business tries to scale. I am in charge of directing designs and brand vision for the product. I spend time doing user research, competitive analysis, defining brand voice, developing brand guidelines, creating mockups, building prototypes, testing with users, and iterating. I work directly with the owner on business needs, and the software developer on building designs. I also work with various clients on short-term projects designing and building websites.

Guardian Life
UX|UI Designer
May 2019 - Aug 2019

Work on an Agile and Kanban team, attend all Agile meetings and ceremonies, and complete work via User Stories within Sprints. Consistently work on developing and refining mockups for presentation to product owners, account executives and for use in user testing. Build prototypes from mockups as needed and present work using personas to tell a story. Develop user test scripts, perform user tests, compile data, and present findings. Create journey maps, user flows, personas, and do extensive research.

ReedGroup
UI Designer & Front-End Developer
April 2018 - May 2019

Learned and began working as an Agile and Kanban team as the company implemented it across the software and technology department. Attended all Agile meetings and ceremonies and completed work via User Stories within Sprints. Did a significant amount of work on refining our internal design style guide using Bootstrap. Also implemented a new way of defining our design's spacing guidelines to developers. Consistently worked on developing and refining mockups for presentation to product owners, account executives and for use in user testing. Built prototypes from mockups as needed and presented work using personas to tell a story. Assisted in user testing and user research.

The Rolland Group
Visual Designer
July 2016 - March 2018

Helped implement design into this small startup company. Revised existing print graphics to meet current design standards. Designed email campaigns via MailChimp and HTML. Designed web-based and print graphics. Worked directly with the marketing team to create content for advertising that would work well with email and graphic designs.

EDUCATION

Indiana University, Bloomington
Bachelor of Science, Kinesiology
Major: Exercise Science; Minor: Psychology

Additional Learning:

Illustrator, CC	Photoshop, CC	HTML/CSS
Psychology	Bootstrap	UX Design Methods
Agile & Kanban	Entrepreneurship	DSLR Photography

Training:
Lean Six Sigma Yellow Belt