# 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

Entrepreneurship

HTML/CSS

Psychology

Bootstrap

UX Design Methods

DSLR Photography

Training:

Agile & Kanban

Lean Six Sigma Yellow Belt

PORTFOLIO BUSINESS EMAIL PHONE

INSTAGRAM

elizabethsasseman.com elizabethsassemandesigns.com elizabethsassemandesigns@gmail.com 317.219.9456 @elizabethsassemandesigns