

# 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  
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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

### 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

### 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

### 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*