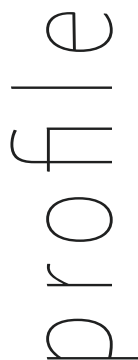


# Elizabeth Sasseman



I create strong but simple interactions with technology by designing eye-catching interfaces and intuitive functionality.

Although I am an artist at my core, I've always had an innate desire to problem-solve, to improve, to fix and to invent. My ability to intuitively design for the user stems from this natural combination of creativity and structure.

I understand people easily and am always trying to make frustrating things easier and more efficient for everyone.

## coursework

|                |                        |                  |
|----------------|------------------------|------------------|
| Photoshop CC   | UX Design Principles   | HTML5/CSS        |
| Illustrator CC | User Research Strategy | Entrepreneurship |
| Google AdWords | Product Development    | Writing          |
| Sociology      | Psychology             | Photography      |

## education

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

## EXPERIENCE

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

Design email ad campaigns and print advertising, work with marketing team, professional food photography, html/css emails, interface design.

### Entrepreneurial

Storage Platform,  
*Jan 2017 - present*  
Personal Chef,  
*Sept 2012 - Jul 2015*

### Boulder Community Health

Radiology Assistant,  
*Jan 2014 - present*

### 24 Hour Fitness

Personal Trainer,  
*Jul 2013 - Mar 2014*

### Freelance

Product Development,  
*Nov 2016 - present*  
Research & prototype ideas to license.

## intuition

eyes | artistic

brain | problem-solving

thoughts | inventive

voice | organized

ears | open

hands | creative

heart | understanding

## COMPETENCIES

User Research  
InVision  
Axure  
Balsamiq  
Sketch  
HTML5/CSS  
User Testing  
Personas  
Task Analysis  
Info Architecture  
Product Development  
Photoshop CC  
Illustrator CC  
InDesign CC  
Print Design  
Social Media Advertising  
Marketing Strategy  
Google AdWords  
Mailchimp  
DSLR Photography  
Lightroom CC  
JavaScript  
Mac & PC