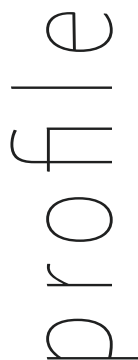


# Elizabeth Sasseman



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

Visual Designer,

*Jul 2016 - present*

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

### Freelance

Product Development,

*Nov 2016 - present*

Research & prototype ideas to license.

### 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*

## intuition

eyes | artistic

brain | problem-solving

thoughts | inventive

voice | organized

ears | open

hands | creative

heart | understanding

## COMPETENCIES

User Research

Wireframing

HTML5/CSS

Prototyping

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