

## **UX/UI Designer**, DESIGNATION, 2016

Attended an immersive 18-week, 70hrs/week full-stack design bootcamp in which we learned UX/UI fundamentals, dabbled in front-end code, and created user-centered solutions through agile sprints.

Completed client projects in which we worked in teams of four to conduct user research, explore concepts, test prototypes, and iterate into mid/highfidelity wireframes. Documented, synthesized, and delivered our findings to clients and stakeholders in weekly presentations.

**Zero Percent:** Designed the mobile donation and rewards experience for a service that facilitates distribution of surplus food to local charities and organizations.

Mind Matters: Designed a web platform that provides accessible, confidential, and culturally-competent telemental health services for US veterans.

# Co-founder/Creative Director, SQUID, 2011-present

Design, brand, and market four product lines that have sold in over 20 countries, Walgreens South Florida, Bed Bath & Beyond, and Urban Outfitters stores nationwide. Ranked in Amazon's top 15% sellers of 2013.

Co-located between China and Miami for over two years: planning and overseeing sourcing, manufacturing, and production accross different industries.

Design logos, packaging, trade show booths, and advertising/sales material with a consistent branding strategy.

Plan and implement digital marketing campaigns to push sales on e-commerce channels.

# Interior Designer, BRICK Design & Construction, 2014-2016

Assisted with concept development, space planning, and furniture and finishes purchasing for a high-end interior design firm. Created 3D models and mock-ups of renovation concepts to streamline projects and faciliate communication between the client, project manager, and contractors.

### Graphic Designer, Hemisphere, 2006-2011

Children's fashion manufacturing and wholeselling. Designed 200+ looks and vector flats per fashion season for production. Created branding material for several clothing lines and worked with buyers in a fast-paced environment, recognizing fashion trends and delivering on-brand looks for different clients and target markets.



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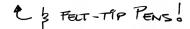
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I get excited about products that add value to our human experiences, brands that tell great stories, and mastery of white space.

### **Tools**

**DESIGN PROTOTYPE** 3D MODELING Sketch Axure Sketch Up Illustrator Rhino Balsamiq Photoshop InVision **AutoCAD** HTML/CSS POP App Vray



#### Skills

### UX/UI

User research Interface design Interviewing **Prototyping** Wireframing Affinity diagramming Design principles User testing Journey maps Responsive design

#### **BRANDING/MARKETING**

Graphic design Space planning **Brand strategy** 3D modeling Content strategy Copywriting Product photography Digital marketing Video editing **Event planning** 

#### Languages

**FLUENT BEGINNER** SURVIVAL English French Mandarin

Spanish Italian

# **Education**

A.S. in Interior Design Technology Miami Dade College, 2015 4.0 GPA - In Progress

B.A. in Business Administration/Marketing Florida International University, 2011 3.95 GPA, Honors College, Summa Cum Laude

Certificate in Photography

Universidad San Pablo CEU, Madrid, 2009

A.A. in Business Administration Miami Dade College, 2008

4.0 GPA, Honors College, Highest Honors