Work

Development Seed

(no titles - flat organization) • February 2016 - Present

I wear a number of different hats, from designer and user experience expert to project coordinator. Because we're a small organization, I jump in where necessary to ensure we're delivering quality products in a timely manner. Since joining Development Seed, I've set up a number of processes to improve the quality of work produced. I mentored our designers and have introduced them to UX, teaching them everything from how to run kickoff meetings to implementing UX, UI and user research deliverables. I've also held brown bag UX meetings and UX book clubs. This increased the companies subject knowledge and has allowed each individual to become a better advocate for users in their own work. I also recommended and put into action a peer review system for individuals to get feedback, and a mentorship structure, for the rest of the company, in order to keep team members learning and growing.

ISL

UX Director • August 2013 - February 2016

I managed a team of designers, learning the delicate intricacies of growing and developing people and also making UX an integral part of all projects that came through the door. On the management side, I created, advocated and implemented a mission and a set of core values for the design team, to enable people to better understand where we were going and how they were being evaluated. Also, to better understand how my employees were doing, I set up a peer review system, allowing people they worked with often to provide input.

To push UX into ISL, I became a UX advocate and producer of much of the UX work. I integrated UX into projects by showing the value of UX deliverables both to in-house stakeholders and clients. By doing so, UX became part of scoping process, transforming products and helping profitablility. I also taught UX to many members of the company, to enable them to accurately speak about the subject and bring UX practices into their work. I developed a rigorous 4 month, after work, UX training course. The result was not only more people being able to do UX work but in more members of ISL advocating and pushing for users throughout the company, resulting in better products.

Living Social

Senior Interactive Designer • November 2012 - July 2013

I increased the usability of Living Social products and advised more junior designers, pushing them to create better work. The bulk of my work at Living Social was to lead the redesign of the Merchant Center (the backend system for all Living Social vendors). I worked hand-in-hand with the Living Social Merchant Center team and internal UX researchers to re-architect and redesign a very messy and confusing product. Bringing more organization and thoughtful design patterns increased usability, allowing vendors to have a more clear understanding of how to manage the intricacies of their Living Social deals.

ali FELSKI

UX & visual designer, cook,
illustrator, teacher

General Assembly

Taught UX Bootcamps • 2014

Sunlight Foundation

Creative Director • October 2008 - November 2012

I worked at the Sunlight Foundation for 4 years, moving from lone designer in the labs department, the technical wing of the foundation, to Creative Director. Working closely with developers, department heads and the team of designers I hired, we were able to produce countless projects and tools to inform and engage citizens around issues involving government transparency. After successfully launching my Redesigning the Government Series, I also served as a design advisor for government agencies. I gave design consults during one-on-one meetings and provided agencies with tips on how to improve their designs in blog posts and talks at conferences. Finally, I increased awareness of the foundation by building a better and more consistent brand.

Skills

Visual Design, Management, Illustration, Front-end Markup, Teaching, Speaking/Presenting

User Research
Facilitation of Kickoff Meetings
Test Plans
Stakeholder Interviews
User Interviews
User Testing

User Interface Design
Site Maps
User Flows
Competitive Analysis
Wireframes
Prototypes

Applications
Sketch
Photoshop
Illustrator
OmniGraffle
InDesign

Education

Savannah College of Art & Design

Savannah, Georgia • 2001 - 2004

B.A. Graphic Design
Magna Cum Laude

Talks

Modev
Black Girls Code
CodeHER