

# Lindsey Maratta

## RELEVANT EXPERIENCE

### BUZZFEED

New York, New York  
October 2015 – Present  
Product Designer

Currently leading the design of BuzzFeed's quiz products, across web, iOS, Android, and internal tools. Set group strategy and processes, mentor interns and other designers. Design, ship, and learn through A/B tests and data analysis. Give and solicit feedback from design, product, engineering, and users throughout the product lifecycle. Prototype complex UX flows using appropriate tools – from paper to code. Plan, recruit, moderate, analyze and share results of user interviews and usability studies. Contribute to, maintain, and train engineers and designers on Solid, BuzzFeed's CSS styleguide. Advocate for accessibility and performance as integral parts of user experience. Curate, organize, and cohost biweekly "Design Club" speaker series.

### SPARTLE

(Remote) Brisbane, Australia  
February 2015 – July 2016  
Design Lead

Led UX and visual design for a fitness startup. Defined strategy and roadmap with team of seven. Coached startup founders in user research, analyzed results, and applied findings to future release cycles. Translated business requirements into prototypes and developed hybrid Cordova mobile app using HTML, CSS, and AngularJS.

### UNIQUELY STYLED INTERIORS

West Hartford, CT  
December 2011 – July 2012  
Operations Manager & Designer

Designed and published promotional materials including advertisements, logos, and website. Conducted in-home consultations. Developed, implemented and maintained a marketing and advertising plan to increase lead generation and grow revenue. Created procedural documentation and managed project workflow.

## EDUCATION

### BLOC.IO

Remote  
May 2015

Certificate in UX/UI Design  
Mentor-led online bootcamp focusing on visual design, UX best practices, prototyping and front-end development.

### NORTHEASTERN UNIVERSITY

Boston, MA  
December 2011

Bachelor of Arts Degree in Communication Studies  
Concentration: Media Studies, Minors: Spanish, Architectural History  
Honors: Summa Cum Laude, full-tuition academic scholarship, Dean's List. GPA: 3.8

### NEW ENGLAND INSTITUTE OF ART

Brookline, MA  
April 2011

Certificate in Residential Interior Decorating  
Modules included color theory, layout, space planning, client management, presentation skills, and industry standards.

## TOOLS + TECHNOLOGY

### DESIGN

Sketch, Principle, Figma, Marvel, Framer, Adobe Suite

### DEVELOPMENT

HTML, CSS, SCSS, Javascript, Git

### DATA

Looker, Google Analytics, Mode, User Research