MARI STEFFEN
UI/UX Designer

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EDUCATION

Certificate in UI Design / 2020
CareerFoundry

Intensive project-based program with a focus on the UI/UX process, mobile app design, responsive web design, animated prototyping, and front-end web development.

Certificate in UX Design / 2018
General Assembly

Bachelor of Arts
Minor in Digital Arts / 2006
University of California, Irvine

TOOLS

Sketch
Figma
InVision
Adobe XD
Illustrator
Photoshop
HTML/CSS

SKILLS

Wireframing
Prototyping
Icon Design
Responsive Design
Grid Systems
Information Architecture
iOS - Human Interface Guidelines
Android - Material Design

UI/UX Designer harnessing the power of design to ignite public interest. Experienced in leading the end-to-end design process to create beautiful, user-centered designs. Driven to deliver results.

EXPERIENCE

Visual Designer / 2010 – present
University of California, Irvine
- Optimizing usability for responsive websites through UX research, user flows, wireframing, and prototyping.
- Leading iterative design process to implement consistent UI patterns and navigation.
- Increasing email click rates, user retention and event attendance by optimizing visual design and UX writing.
- Strategizing information architecture and UI design.
- Maintaining websites in Wordpress content management systems using custom HTML and CSS.
- Elevating visual branding through design of logos, icons, infographics, web graphics, charts, posters, and digital reports.
- Innovating multi-platform web experiences incorporating graphics, animated typography, ebooks, and video.

Web & Graphic Designer / 2008 – 2010
UC Irvine Humanities Collective
- Increased visibility of public events though rebranding campaign and designing bold marketing materials.
- Wireframed content and navigation for complete website redesign.
- Created graphics for handoff to web developer.

Freelance Production Artist / Summer 2007
Quiksilver
- Responsible for editing linebooks in Adobe InDesign.
- Revised errors in paragraph styles and reviewed pre-press proofs.

Marketing Intern / Spring 2007
ReadyMade Magazine
- Assisted with marketing research and in-house creative ad campaigns.
- Designed web banners and animated icons to communicate the ReadyMade aesthetic.