

# SUZANNE SALLAJ

UX/UI DESIGNER

TAMPA, FL

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## BACKGROUND INFO

In 2016, I created an in-house design agency for independent artists. I helped artists develop their brand, create content, and build their online presence through social media. I then moved back to New York (From LA) to gain experience in sales. From there, I transitioned into an E-commerce manager position where I developed my passion for UX design. This year, I've emmersed myself in the field of UX design through International Design Foundation.

## EMPLOYMENT HISTORY

### E-COMMERCE MANAGER (B2C) SilverSpeck | July 2019 - May 2020

- Grew revenue from 50-90% month to year
- Developed and Implemented strategic campaigns
- Converted website from wholesale to consumer design
- Improved user experience on an ongoing basis
- Created sections such as FAQ and helpful information
- Managed all aspects of email marketing i
- Decision maker for Email Service Provider Oracle
- Designed all email content
- Measured KPIs with tools such as Google Analytics, Tag Manager, and Shopify Reports
- Conducted A/B tests for conversion and open rates, engagement, and time on task
- Conducted user research on an ongoing basis
- Use of HTML/CSS for web design
- Handled all customer service
- Collaborated with in-house photographer team

### SALES ASSISTANT (B2B) CultureFly | Jan 2019 - July 2019

- Assisted sales team maintaining client relationships
- Communicated with small and large retail clients
- Handled orders for retail businesses such as Spencers, Hot Topic, Walmart, and Kohl's
- Ran weekly reports on sales and analytics

### BUSINESS OWNER Candow | April 2016 - December 2018

- Branding: helped client's work on their identity as artists
- Content Creation: created promotional content through graphic design and photography/videography
- Marketing: managed artists social media accounts, created strategic plans, and promoted content
- Photography/Videography- developed content including photography and music videos

## SKILLS & TOOLS

- |                   |                               |                     |
|-------------------|-------------------------------|---------------------|
| • Adobe Photoshop | • Wireframing                 | • HTML/CSS          |
| • Sketch          | • Low to High Fidelity design | • Shopify           |
| • Invision        | • Personas and Journeys       | • Social Media      |
| • Prototyping     | • User Testing                | • Shopify           |
| • Researching     | • Email Marketing             | • Adobe Illustrator |

## PREVIOUS EDUCATION

### INTERACTION DESIGN FOUNDATION

User Experience

### MIDDLE TENNESSEE STATE UNIVERSITY

B.S. Org. Communication