



yamilah atallah

web designer & developer

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FREELANCE & SELECTED PROJECTS

Brainstorm ID Supply | **UX/UI DESIGNER**

E-COMMERCE, DEC 2016 – PRESENT

Creating visual and ux consistency in customer experience on e-commerce platform, helping small businesses navigate complex id printing process. Working with one researcher to craft prototypes, run tests, and understand user behavior. Responsible for branding decisions to create a memorable and unique experience.

Personal Portfolio | **UX, DEVELOPMENT**

GITHUB.COM/YAMILAH/PORTFOLIO-LAYOUT

Used html/css to make personal portfolio site. Used advanced css animations to make transitions; used Flexbox extensively.

Poetry Curation | **UX, DEVELOPMENT**

GITHUB.COM/YAMILAH/POETRY

Curated original poetry using HTML, CSS, and ScrollFlightJS. This library was used to create section animations that occur on scroll position, as well as navigation animation.

PROFESSIONAL EXPERIENCE

Instafreebie | **FRONT END DEVELOPER & UX/UI DESIGNER, FULL TIME**

INDIE BOOK DISTRIBUTION PLATFORM, SEP 2016 – APRIL 2017

Provided primary source of ux/ui expertise, increased conversion by 12%. Collaborated with marketing/copywriting team to redesign product (with Sketch and Invision), improve product responsiveness, and customer retention/conversion. Worked to better understand customer base, optimize branding, and test/release new features with data-driven design thinking (e.g., client interviews, Google Analytics, Optimizely, etc.). Worked in an agile team of 5 developers to implement new features and manage existing code, using sass/css, html, js, Blade, and Bootstrap on the frontend, and php Laravel and Mysql on the backend.

IntraLinks | **UI DESIGNER, SIX MONTH CONTRACT**

ENTERPRISE CONTENT MANAGEMENT PLATFORM, FEB 2016 – SEP 2016

Worked on a team of 20 ux designers/researchers, maintained design style/component guides of multiple products to facilitate high design fidelity across various teams, very extensively used Sketch, InDesign, Photoshop, After Effects, and Illustrator for designing layouts, prototypes, icons, colors, making posters, illustrating dynamic visuals, etc. Closely collaborated with ux designers and researchers to reassess features in product, created branded media for Intralinks conferences, and worked closely with front end developers to clarify design intent and vision in product prototypes.

MassArt | **INFORMATION SUPPORT SPECIALIST, SIX MONTH CONTRACT**

COLLEGE OF VISUAL AND APPLIED ART, MAR 2015 – OCT 2015

Migrated WordPress theme for departmental university website, restructured and managed data for publication, used JavaScript to create multiple interactive elements in theme, heavily modified html/css of theme and optimized for responsiveness.

AWARDS

MassArt | BOSTON, MA 2011 – 2015

Trustees Full Tuition Scholarship

MassArt | BOSTON, MA 2012

Studio Foundation Award

EDUCATION

MASSACHUSETTS COLLEGE OF ART AND DESIGN

bfa in Studio for Interrelated Media

DESIGN AND ARCHITECTURE SENIOR HIGH

Cum Laude; Architectural Design & Fine Arts

DESIGN TOOLS

Sketch, Invision, Adobe Photoshop, Illustrator, InDesign, After Effects

DEVELOPMENT TOOLS

html, sass/css, Flexbox, JavaScript/ jQuery, vuejs, php, Mysql, Laravel
Git, GitHub
Ubuntu Linux, os x, Windows