



yamilah atallah

web designer & developer

786 609 4300

yami@yamilah.com

yamilah.com

linkedin.com/in/yamilah

github.com/yamilah

EDUCATION

MASS. COLLEGE OF ART AND DESIGN

bfa in Studio for Interrelated Media

DESIGN AND ARCHITECTURE SENIOR HIGH

Architectural Design & Fine Arts

SELECTED PROJECTS

Personal Portfolio | **UX, DEVELOPMENT**

GITHUB.COM/YAMILAH/VUE-PORTFOLIO

Used VueJS front-end framework, leveraging power of Webpack to develop a reactive, responsive, and mobile-first portfolio. I used Bootstrap 4 and its native support of Flexbox to my advantage, and worked with preprocessors like sass and Jade.

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

Brainstorm ID Supply | **UX/UI DESIGNER, FREELANCE CONTRACT**

E-COMMERCE PLATFORM, DEC 2016 – PRESENT

Creating visual and ux consistency in customer experience on e-commerce platform, helping small business communicate with client concerning all their printing needs. Working with one researcher to craft prototypes, run tests, and understand user behavior. Responsible for branding decisions to create a memorable and unique experience. I work with Sketch and Invision to collaborate, wireframe, prototype, and test designs.

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.

DEVELOPMENT TOOLS

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

DESIGN TOOLS

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