Alyssa Pine

Senior UX/UI Designer

Senior UX/UI Designer with over 8 years experience, complemented by a foundation as a front-end developer. A dedicated advocate for accessibility and seamless design experiences, I bring a wealth of expertise to crafting user-centric solutions that blend functionality with aesthetics.

CONTACT

alyssapine.com

anpinecone@gmail.com

614-769-1188

EDUCATION

Bowling Green State University

BS in Visual Communication Technology, 2016

SKILLS

- UX/UI, Visual Design
- User Research
- Design Thinking
- Agile Methodologies
- HTML, CSS/SCSS
- Web Content Accessibility Guidelines (WCAG) 2.1
- Prototyping Software: Figma, Sketch, UXPin
- Storybook
- Adobe Creative Suite: Illustrator, Photoshop, InDesign
- Microsoft Suite: Excel, Word, PowerPoint
- CMS Configuration: Wordpress, Drupal, Salesforce Communities
- CRM Configuration: Hubspot, Every Action, Mailchimp

WORK EXPERIENCE

Senior UX/UI Designer – Whereoware

Remote | July 2022 to current

- Lead and oversee multiple designers, ensuring client and user satisfaction through guided solutions
- Manage time effectively across diverse projects for various clients, spanning non-profit associations to Fortune 500 companies
- Translate business requirements into comprehensive design project plans
- Produce and supervise the production of various deliverables including product blueprints, user flows, wireframes, interactive prototypes, design systems, and branding and marketing collateral
- Propose and implement strategic enhancements for client retainer products
- Organize and conduct focus groups and usability testing to gather constructive, qualitative feedback
- Partner closely with project managers, product owners, and engineers to execute feature implementations in alignment with requirements, ensuring timely delivery within an agile sprint framework
- Perform website and app audits to identify opportunities for enhancing usability, heuristics, accessibility, and performance
- Conducted quality control assessments on developed features to ensure design integrity

UX/UI Designer & Front-End Developer – LookThink LLC (Acquired by Whereoware)

Washington, DC | June 2016 to July 2022

- Spearheaded the design and oversaw development of the LookThink website, culminating in the agency's acquisition
- Managed stakeholders across various industries, overseeing multiple projects and designers simultaneously
- Led design reviews and workshops, aligning stakeholder requirements, tracking progress, and seamlessly integrating them into the design process
- Translated business objectives into tangible deliverables such as branding collateral, interactive prototypes, and comprehensive design systems
- Rendered design systems into front-end components and templates
- Partnered closely with project managers, product owners, and engineers to deliver feature implementations aligned with requirements, adhering to agile sprint schedules
- Conducted website audits and executed remedial actions to enhance usability, heuristics, accessibility, and performance
- Conducted quality control assessments on developed features to ensure design integrity
- Promoted accessibility awareness and best practices across the company by spearheading an Accessibility Hub and establishing department-specific accessibility guidelines
- Demonstrated thought leadership in accessibility and user experience through webinar presentations