



ALYSSA JONES
 DESIGN + USER EXPERIENCE
 (UX) SPECIALIST

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 Portfolio: www.AlyssaJones.Design

ABOUT

Highly motivated, experienced, and flexible professional leveraging graphic design and user experience (UX) design and research with a passion for blending creativity and brand strategy to build value for both end-users and businesses. A strategic thinker with a thorough understanding of human behavior, graphic design, and (UX) design / research techniques gained from multiple years of work experience, natural curiosity, and a Master's Degree in Human Factors in Information Design. Recognized for an ability to effortlessly collaborate with, persuade, influence, and motivate clients and teams, ensuring all parties are aligned to achieve the same goals.

LEADERSHIP

- Human Rights Campaign (HRC)**
- 3rd term +1 year member, National Board of Governors
 - Former – National Federal Club Co-Chair on Executive Committee - 2 years, National Board of Governor Development Committee - 4 years, Gala dinner Co-Chair + Marketing Communications Co-Chair with the New England Steering Committee

Past:

Bentley University
 Board Member, UXGA – Human Factors + Information Design Organization for students

Gateway Arts
 Member, Advisory Committee

Salem Arts Association
 Board of Director, founding Treasurer

SKILLS

- | | |
|-------------|-----------------------|
| InDesign | Axure |
| Photoshop | Basalmiq |
| Illustrator | Morae |
| XD | HTML/CSS |
| Sketch | Mobile - iOS, Android |
| InVision | Agile |

WORK EXPERIENCE

- 2015- Present **UX Design and Research, Contractor / Freelance**
Cooking with Gas Studio
 Selected projects include:
 - **Lindauer** – Identity refresh/update, collaborated with CEO and stakeholders to update Lindauer's identity and all assets. Upon new ownership, the organization wished to update the brand identity without completely abandoning the original name and identity. I created a fresh logo with updated colors selected to convey maturity and sophistication as well as updated the name. In addition, I created variations of the identity with a tagline, URL, as well as child brands. Updated brand was received very favorably and received many positive reviews.
 - **HRC New England** – Collaborated with stakeholders to create strategy for updated information architecture. Migrated existing content to newly optimized and re-branded WordPress site and provide ongoing content updates, leading to a 200% increase in site visits over the previous year. Managed the production of the 84 page HRC NE dinner program and related collateral end to end. Including collecting all assets, creating print ready files, and bidding the projects.
 - **Salem.com** – Research proposed proof of concept featuring updated information architecture for new municipal website and prototype mobile version of website.
- 2015 - 2015 **User Experience Design and Research Intern**
Constant Contact
 - Prepare for studies which employ a variety of research methodologies
 - Preparation of test materials and set up equipment for local and remote studies
 - Assist UX Recruiter with identifying and recruiting participants
 - Prepare moderators guides, worksheets, and other artifacts related to designing and conducting studies
 - Facilitate studies for selected initiatives
 - Participate in observation, note taking, and analysis for studies as needed
 - Participate in data analysis following studies and field visits
 - Participate in the creation and sharing of research reports / presentations
 - Update UX knowledge tools with relevant findings as appropriate
 - Contribute to Constant Contact's design framework by documenting new and existing interaction and design patterns
 - Work with designers to produce user flows, wireframes, designs, and UI concepts
- 2009 - 2015 **Project Coordinator**
Sametz Blackstone Associates
 - Project management role developing, coordinating and delivering multiple projects from kickoff to completion, ensuring client satisfaction and delivering within approved budgets.
 - Collaborate on client brand strategy interviews. Conduct comprehensive UX research of client competitor websites. Evaluate research and present best approach to help differentiate client website brand.
 - Using communication and organization skills, guide the production of the agency's creative services by providing a continuous flow of project information between internal and external teams.

EDUCATION

- 2015 **Master of Science (MS), Human Factors in Information Design – Bentley University**
 Coursework: Foundations in Human Factors, Information Architecture, Designing for Mobile, Prototyping for Interaction Design, Testing and Assessment, Managing a User Centered Design Team, Field Methods in Human Computer Interaction, Intelligent User Interfaces, Negotiation, and Developing Effective Business Relations in the Middle East
- Bachelor of Arts (BA), Sociology – The Ohio State University**
Mount Holyoke College, Admitted Early Decision, one year completed