

# ALYSSA LEE



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## PROFILE

A product designer telling stories through team collaboration by finding creative solutions based on user needs. My experience in teaching, graphic design, and athletic administration helps me navigate priorities in tough environments, coordinate with clients, and meet tight deadlines.

## EDUCATION

### UX ACADEMY DESIGN LAB

UX/UI Certification: 2023

- Developed information architecture elements and built wireframes based on research
- Conducted user testing and made iterations based on key findings and integrated into design systems
- Created responsive web designs across multiple devices by developing reusable UI patterns

### CONCORDIA UNIVERSITY IRVINE

M.A. Coaching & Athletic Administration 2019

- Developed high-level coaching methodology based on current athletic growth trends in youth sports

### UCLA EXTENSION

Project Management Certificate 2016

- Explored and researched emerging methods of project management in a professional setting

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

B.A. Visual Arts Media 2013

- Applied design principles and concepts to creative projects
- Directed and produced short film

## SKILLS

UI INTERFACE

UX RESEARCH

WIREFRAMING

USABILITY TESTING

USER INTERVIEWS

GRAPHIC DESIGN

WEB DESIGN

WRITING

VIDEOGRAPHY

PHOTOGRAPHY

## TOOLS

FIGMA

WORDPRESS

MICROSOFT SUITE

MICROSOFT TEAMS

SLACK/DISCORD

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE AFTER EFFECTS

FINAL CUT PRO

## PROJECTS

### Doan's Bakery - UI Responsive Website Re-design

- Researched current bakery website trends based on local competitors
- Redesigned existing website based on current UI trends and responsiveness
- Improved design based on user feedback of prototypes created on Figma

### Primeline Insurance - UI Web Design

- Provided UI design wireframes and prototype for new website development
- Collaborated with client on business goals during design process

### Universal Studios Hollywood - PSA Holiday Treats

- Scripted holiday advertisement content for social media marketing
- Video went viral on Facebook

## EXPERIENCE

### DIGITAL DESIGN HIGH SCHOOL TEACHER

EL CAMINO REAL CHARTER HIGH SCHOOL (2022 - CURRENT)

- Developing fundamental strategies of graphic designs using Adobe software
- Educating students in fluency in digital design principles
- Researching and developing new teaching methods

### MEDIA CONTENT CREATOR

UNIVERSAL STUDIOS HOLLYWOOD (2018 - 2020)

- Collaborated with marketing teams on social media campaigns, including a viral holiday video
- Crafted creative scripts for video marketing campaigns
- Researched current social media trends and interpreted data to create campaigns based on consumer demands

### CONTENT WRITING

EMDEE CONNECT (2016 - 2018)

- Wrote advertising copy designed to reach users in the targeted market to promote client companies
- Created written content for internet and publication
- Researched topics based on client companies' products and services to appeal to users

### CLUB DIRECTOR

WEST EDGE CLUB VOLLEYBALL (2014 - CURRENT)

- Recruited, trained, and directly supervised staff, coaches, and volunteers
- Designed effective social media marketing strategies and youth programs within the community
- Coordinated practice schedules and maintained communication with coaches, players, and parents