# Avrielle Ali

As a **UX/UI Product Designer** with a passion for consistency, usability, and simplicity, I focus on collaborating with clients and teams to reach their product vision in visually compelling and intuitive ways.

## Professional Experience

### Team Lead, UI/UX Designer | The Moment Studio
Remote | *Feb 2022 - Present*

Visualize and design delightful end-to-end user-friendly digital products. Diligent in developing responsive designs based on grids that translate across platforms (mobile applications, web, etc).

Experience presenting prototypes to clients operating in E-commerce, Fintech, and the SaaS B2B space, showing the transformation of their customer needs into innovative design.

Collaborate with product management and design teams to create wireframes, user flows, mockups, technical documentation, and interactive design prototypes for business stakeholders and the engineering team.

Lead problem-solving ideation sessions that use best practices and design rationale to exceed user needs.

Stay on top of current visual design patterns, UI, and UX design standards for computer and mobile technologies.

### Wellness Facilitator, Owner | Self Employed
Worldwide | *Sep 2016 - Jan 2022*

Constructed all marketing design materials, including managing a breathwork-focused email campaign that generated 300+ new impressions and 50+ conversions over six months.

Conducted A/B testing driving response-rate gains of 15% on landing pages.

Implemented collaborative new content creation methods resulting in an increase of returning users by 75%.

## Soft Skills

Communication and presentation skills.

Take ownership of my work when working independently or in collaboration with cross-functional teams.

Self-motivated learner who enjoys becoming skilled with new tools and increasing my overall skillset and knowledge.

Strong sense of typography, composition, framing, space, and general design best practices.

Meticulous attention to detail, even in a fast-paced environment.

Online Portfolio: http://uxfol.io/avrielle
avrielleali@gmail.com
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## Education

**Avocademy UX/UI Design Foundations**
*Jan 2022 - Mar 2022*

**Longwood University**
**B.A. Mass Communications and Political Science**
*Sep 2008 - Jun 2013*

## Skills

**Research**
User Research
User Testing
User Interviews
Usability Testing
Heuristic Evaluation
Data Analysis
Competitive Analysis

**Design**
User Experience Design
User Interface Design
Human-Centered Design
Interaction Design
Information Architecture
Product Design
Design Thinking
Wireframing
Rapid Prototyping
Frameworks
Data Flow
User Stories
Storyboards
Native Apps
Web Design

**Design Tools**
Figma
Sketch
Invision
Agile Development
Jira
UserTesting
Adobe CC
Basic CSS
Basic HTML