

ALISON Y RICH

UX/UI Designer

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SKILLS

RESEARCH

Interviews
Surveys
Contextual Inquiry
Usability Testing
Secondary Research
Card Sorts/Tree Tests

DESIGN

UX Strategy
Empathy Generation
Information Architecture
Interaction Design
Wireframing/Prototyping
Visual Design

TOOLS

Figma
Adobe XD
Sketch
Invision
UserTesting
Zeplin

EXPERIENCE

Life Time, Inc. // Experience Designer

[September 2019 - Present] Chanhassen, MN

- Champion user experience within Life Time Creative, encouraging and developing best practices for human-centered design.
- Lead requirement gathering and ideation sessions with partners to inform strategy, user journeys and personas, design considerations, and more.
- Conduct secondary research, user research, and user testing at all stages of design process with qualitative and quantitative methods.
- Carry out design from wireframes to interactive prototypes and UI design with high attention to detail and adherence to design standards.
- Communicate design specs and facilitate hand-off to developers and authors.
- Ship products ranging from web to mobile experiences while maintaining a holistic experience across the digital ecosystem.

Prime Digital Academy // UX Design Student

[April 2019 - August 2019] Minneapolis, MN

Solo Project: LGBTQ+ Experiences in Public Space

- Mobile app-centered design strategy to increase accessibility of public spaces for LGBTQ+ people. Conducted user research to inform strategy and developed low through high-fidelity wireframes using user testing to iterate.

Group Project: Creatively Focused - Special Educator Web Platform

- Developed a web platform for client in special education space, hosting resources available at a variety of subscription levels. Conducted user research to inform personas and prototypes. Provided full interactive prototype.

Other Client Projects

- Worked with clients on projects involving usability evaluation and recommendations, new feature set proposals, multi-touchpoint design strategy

Freelance // Costume Designer

[March 2012 - May 2019]

- Designed and created costumes for clients, fulfilling needs in a collaborative process from start-to-finish while upholding a high standard of quality.
- Learned and developed wide variety of skills, from sculpting to thermoplastic construction.
- Designed with wearer and audience experience in mind to create functional and visually communicative designs.

Asian Media Access // Costume Designer - Contract

[October 2017 - December 2018] Minneapolis, MN

- Designed and created dance costumes for a local non-profit connecting underrepresented youth to the arts.
- Worked with director, staff, and other stakeholders to help establish and realize creative vision while staying within budget and timeframe.
- Conducted research into existing trends and traditional culture to create meaningful costumes for the traditional Asian dance team.
- Taught and led students participating in internship to complete group and individual projects for performances showcasing technology in design.

Felix Needleworthy // Seamstress - Contract

[October 2016 - May 2019] Minneapolis, MN

- Worked independently to construct 20-30 pieces on a weekly basis with high attention to quality and detail. Rapidly learned techniques and processes to immediately produce new types of pieces. Delivered pieces consistently and with thorough communication.

EDUCATION

Prime Digital Academy // User Experience Design Certification

[August 2019] Minneapolis, MN

- Activities: Public Speaking

Amherst College // Bachelor of Arts, Theater - Design

[May 2013] Amherst, MA