

YASMIN ALESIA

hello@yasminalesia.com

design.yasminalesia.com

    /yasminalesia



experience

Product Designer

MAX Digital

OCT 2019 - JAN 2021

Collaborated and led the concept design of MAX Digital's Next Gen product from ideation to Beta Launch. Worked with other designers on creating product requirements, client testing and improving UI.

UI/UX Product Designer

Rand McNally

MAY 2016 - APRIL 2019

Led the UX/UI design and launch on various projects including the OverDryve Truck tablet, Dashcam apps for both iOS and Android and Wireless Backup Camera.

Designer/Production Artist

Excel Displays/Georgia Pacific

FEB 2015 - MAY 2016

Collaborated on creating strategic design and improved quality of design which won new businesses like Nintendo, Pokemon and Reynolds.

Digital Designer/Art Director

Queue Marketing

JULY 2014 - FEB 2015

Launched a complete website redesign for top client, Black Canyon and sister brands. Created assets and did strategic campaigns for National Beef and Cat's Pride.

Designer

Saatchi & Saatchi X

FEB 2013 - JULY 2014

Designed and developed numerous campaigns which included print and digital projects for top brands like Quaker, Mead Johnson and P&G.

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education

MA in New Media Studies

DePaul University

2014 - 2016

Concentration in Human-Computer Interaction

BFA in Advertising Art Direction

Columbia College Chicago

2010 - 2012

skills

Product Concept

Persona Creation

Low to High Fidelity Design

UX/UI Design

User Flows

Visual Design

Wireframing

Prototyping

software

Figma

Photoshop

Sketch

Miro

InDesign

Zeplin

Illustrator

Invision

Showit