Alaina Zemanick
UX Designer

Brooklyn, New York
azemanick@gmail.com
Portfolio
LinkedIn

UX designer with a penchant for art-inspired visuals and diligent UX research, resulting in distinctive, accessible designs. Innovative outlook informed by over five years in the art world, bringing an aesthetic lens honed by years of looking at art professionally and research skills sharpened through art historical studies

Recent Projects

GALLERIST | PROJECT LINK
- Developed a desktop web app for administrative users to build online art viewing rooms
- Applied UX research and design expertise to create high-fidelity prototype to address void in viewing room market
- Created easy-to-use platform for viewing room that was called intuitive by 3 of 4 users tested
- Tech: Figma, Invision, Google Cloud, Maze

PICKR | PROJECT LINK
- Approached by startup client to create a native mobile app that helps users pick a restaurant in a group setting
- Built prototype using industry standard approaches to research (personas, A/B testing, and user surveys/interviews)
- Produced monochromatic, retro-inspired visual design that immediately caught user's attention in tests
- Tech: Figma, Photoshop, Google Cloud, UsabilityHub

Work Experience

PRESS LIAISON
Susan Inglett Gallery
New York, NY
November 2019 - June 2021
- Engage with press for gallery artists and exhibitions, resulting in reviews and features in *The New York Times*, *The New Yorker*, and *Artforum* among others
- Manage all social media platforms by generating daily content, increasing engagement by over 50% in a 6 month period
- Pioneered online viewing room platform through Artlogic, currently curating 1-2 viewing rooms a month
- Produce all gallery written communication and marketing materials, from press releases, newsletters, catalogues, and art fair applications

RESEARCH ASSISTANT
James Cohan Gallery
New York, NY
Sept 2018 - May 2019
- Completed hands-on, original research related to the estate of Lee Mullican, expanding the artist's exhibition history and writing sales materials for gallery directors
- Reorganized gallery's complete physical archives through a system still in use
- Originated in the organization as an intern (January 2018 – August 2018)

Skills

EXPERTISE
UX/UI design, user research, visual design, digital marketing, photography, video editing, basic knowledge of HTML, professional proficiency in French

TOOLS
Adobe InDesign, Adobe Photoshop, Figma, Google Analytics, Invision, Maze, Mailchimp, Optimal Workshop, professional use of social media platforms (Facebook, Instagram, Twitter), Squarespace, UsabilityHub, WeVideo

Educational History

Bloc by Thinkful
Certificate, UX/UI Design
June 2021
- Studied and applied UX design principles and industry standards through projects with a UX design mentor

The Institute of Fine Arts, New York University
M.A., Art History
May 2019
- Thesis: Pablo Picasso and his material relationship to his colonial postcard collection

Smith College
B.A, Art History
May 2015