Alaina Zemanick
UX/UI Designer

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Portfolio
LinkedIn
New York, NY

SUMMARY

UX/UI designer with a penchant for art-inspired visuals and diligent UX research, resulting in distinctive, accessible designs. Innovative outlook informed by 5+ years in the art world, bringing an aesthetic lens honed by looking at art professionally and research skills sharpened through art historical studies.

KNOWLEDGE

Visual design, user research, wireframing, prototypes, low and high fidelity mockups, usability testing, social media strategy (Facebook, Instagram, Twitter)

EXPERIENCE

Freelance UX Designer | *The Sales Management Association*
December 2021 - Present, Remote

Spearhead solutions for membership enrollment and event sign-ups, optimizing for membership retention; create product wireframes and mockups of membership enrollment flow and events registrations in Figma for stakeholder review; KPIs to be measured include number of new members from events and percentage of which who upgraded to paid memberships

Co-Founder, Product Designer | *DeepDiive*
September 2021 - Present, Remote

Virtual conversation card deck that sparks meaningful conversations between remote coworkers; ownership of visual design and usability testing, alongside collaborations with product manager for user research; designed mockups and prototypes in Figma for cross-functional team review, testing, and handoff

Press Liaison | *Susan Inglett Gallery*
November 2019 - July 2021, New York, NY

Pioneered online viewing room platform through Artlogic, curating 1-2 viewing rooms a month; coordinated all press engagement for gallery artists/exhibitions with reviews in *The New York Times, The New Yorker, Artforum,* and others; managed all social media platforms with daily content, increasing engagement by over 50% in a 6 month period; drove all gallery written communication and marketing materials, from press releases, catalogues, and art fair applications, with timelines ranging from same day to 2-3 weeks

TOOLS

Adobe InDesign, Adobe Photoshop, Canva, Figma, Google Analytics, Invision, Maze, Mailchimp, Miro, Optimal Workshop, Squarespace, Trello, UsabilityHub

METHODS

Agile, Scrum, Design Thinking, Double Diamond

EDUCATION

Product Design Track | *Co.Lab*
Nov. 2021, New York, NY
　　Collaborated on cross-functional team (product, design, development) to ship a minimum viable product in 8 weeks (5% acceptance rate)

UX/UI Design Certificate | *Bloc by Thinkful*
July 2021, New York, NY

M.A., Art History | *The Institute of Fine Arts, New York University*
May 2019, New York, NY
　　Research Assistant, James Cohan Gallery, Jan. 2018 – May 2019

B.A., Art History | *Smith College*
May 2015, Northampton, MA

RECENT PROJECTS

Gallerist | Project Link
Desktop web app for administrative users to build online art viewing rooms

Applied research and design expertise to create high-fidelity prototype to address void in market, created easy-to-use platform for viewing room that was called intuitive by 3 of 4 users tested

Pickr | Project Link
Native mobile app to help groups of users select a restaurant

Approached by stakeholder to collaborate and create product; built prototype using industry standard research approaches (personas, A/B testing, user interviews) produced monochromatic, retro-inspired visual design that caught all users' attention in tests