

TARabeiser

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COMPUTER SKILLS

| | | | |
|-------------|-----------|------------|-----------------|
| Sketch | Figma | HTML5 | Bootstrap |
| Photoshop | Zeplin | CSS | PHP |
| Illustrator | Principle | JavaScript | Final Cut Pro |
| InDesign | InVision | jQuery | Microsoft Suite |

EXPERIENCE

Amazon (Ring), Santa Monica, CA *(February 2017 - Present)*

UI/UX Designer for a consumer security company

- UI/UX Designer for Ring.com website
- Creating landing pages and product pages focusing on high conversion and site usability
- Establishing a design system to be implemented in all future designs
- Creating prototypes of design modules to demonstrate interactivity and functionality
- Collaborate with site optimization teams to create A/B test designs for best user experience
- Involvement with user research and usability tests to understand customer needs
- Designed the app interface for the launch of Neighborhoods (a digital neighborhood watch)
- Worked on admin portal design for customer service agents focusing on user experience for improved customer assistance

Internet Brands, Los Angeles, CA *(September 2015 - February 2017)*

UI/Visual Designer for an online media company

- UI designer for various web platforms including iMatrix, Officite, Baystone, and TherapySites
- Lead Designer in creating responsive web templates for companies in numerous industries
- Worked on backend portal design modules including empty state pages and SEO dashboards
- Conducted user research and workflows to create high fidelity wireframes for the redesign of company's careers page
- Created web specifications and user flows for development teams
- Interacted with business and other support teams to identify product goals and client needs

GUESS?, Inc, Los Angeles, CA *(June 2014 - August 2014)*

Web Design Intern for GUESS? clothing company

- Implemented design updates on GUESS.com to improve user experience for the 2014 fall fashion line
- Designed and coded mailers for email campaigns
- Coded new features to GUESS.com to increase accessibility including promotional banners, size charts, and fashion glossary
- Worked on Return Center by conducting user research, creating wireframes, and prototyping designs

Shei Magazine, Ann Arbor, MI *(September 2013 - May 2015)*

Graphic Designer for school's fashion magazine

- Designed layouts for magazine articles and photoshoots

EDUCATION

University of Michigan, Stamps School of Art and Design, Ann Arbor, MI

BFA degree in Art and Design

Concentration: Graphic Design, Web/UX/UI Design, Front-End Development

Minor Degree: Art History

University of Arts London, Central Saint Martins, London, UK

Graphic Design Study Abroad Program

ADDITIONAL INFO

Interests: travel, running, yoga, skiing, hiking, painting, art therapy
