

Alexandra Nuttbrown | UX Designer

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EDUCATION

RHODE ISLAND SCHOOL
OF DESIGN, 2015-2017
Certificate Interactive Design, 4.0
Classes: UX, UI, CSS, JavaScript,
Design, Color

BROWN UNIVERSITY
2010-2015
BA English, GPA 3.97
Classes: Journalistic Writing,
Creative Non Fiction,
Social Psychology

STANFORD CONTINUING
EDUCATION, 2015-16
Classes: Design Execution, Design
Implementation, Marketing Without
Money: SEO & Social Media

LYCEE GEORGES DUBY
Luynes, France, 2007-2010
Baccalauréat Littéraire,
Mention Bien

SKILLS

ADOBE CREATIVE SUITE



INTERACTIVE PROTOTYPING —
Invision, Omnigraffle, CSS



UX RESEARCH — 1-on-1
interviews, focus groups, user testing



MOBILE APP DESIGN



WEB DESIGN & DEV



WIREFRAMING



PERSONA BUILDING



FRENCH & ITALIAN



UX DESIGN & COMMUNICATION EXPERIENCE

ADA'S CAFE, Palo Alto, CA
UX | UI Designer

March 2016-Sept. 2016

- o Redesigned outdated website — collaborated closely with UX researcher & used RITE method
- o Conducted focus group to test viability of new business venture proposal
- o Developed social media and business strategies
- o Multiplied session duration x2, increased online donations x1.5, decreased bounce rate by 26%

EVER APP, Palo Alto, CA
UX | UI Designer

Oct 2015-March 2016

- o Single-handedly designed all the UI for mobile shopping app (iOS and Android), Chrome Extension, and website
- o Designed marketing and advertising visual assets
- o Pitched to content creators & MCNs, helped develop high-profile partnerships
- o Managed all Social Media accounts

BRIAN WALL STUDIO, Emeryville, CA
Office Manager

Summer 2015

- o Managed correspondence between Brian Wall Studios and art galleries, journalists, authors/producers of Wall's books and documentaries, collectors, art foundations, etc.
- o Designed graphics for Brian Wall Foundation website
- o Managed archive of all Brian Wall work (1950-2015)

LEADERSHIP & MANAGEMENT EXPERIENCE

INTERCOLLEGIATE FINANCE JOURNAL, Providence, RI
Head of Style, Founding Executive Board Member

May 2013-May 2015

- o Recruited and directed 20 copy editors; advised editorial board members on journalistic standards. Reviewed and edited all article submissions
- o Held writing workshops for columnists and copy editing training sessions for style team. Created original style guide
- o Trained editorial teams at partnering schools
- o Collaborated on the launch, design, tone, content of the journal; Helped grow startup from 11 to over 150 members

COMIC SANS Improv Comedy troupe, Providence, RI
Co-Head, Performer

Oct. 2012-May 2015

- o Led rebranding of group: name change, increased social media presence
- o Spearheaded advertising campaigns for monthly shows through social media, posters, notices in campus-wide daily newsletter. Consistently draw record-size audiences as co-head (nearly doubled average audience, from 80 to 150)
- o Led biweekly group practices and planning meetings. Trained new recruits in improvisational comedy fundamentals
- o Fall 2014: Advertised at Student Activities Fair, achieved a record 137 sign-ups for email listserv