



FARRAH ALBERTIE

User Experience & Visual Designer 20+ Years Experience

SKILLS

User Experience Design
User Interface Design
Interaction Design
Visual Design
Hi & Lo Fi Prototyping
Crafting Personas
Synthesizing Research
Competitor Analysis
Developing Design Systems
Front-End Web Development
Responsive Web Design
Mobile App Design

TOOLS

Adobe XD
Photoshop
Illustrator
Miro
HTML, CSS, Javascript
Bootstrap 4
WordPress
Keynote & Powerpoint
Microsoft Office
Google Suite

EDUCATION

**Middle Tennessee
State University**
Bachelor of Science
Received May 2003

Major: Recording Industry
Management

Minors: Business Administration
& Mass Communication



PROFILE

Hey! My Name is Farrah! I'm a User Experience & Visual Designer with over 20 years experience in **User Interface Design and Front-End Development.**

I specialize in making the complex simple. By empathetically incorporating both user needs and business goals, I **strategically solve complex design problems.**



PROFESSIONAL EXPERIENCE

Front-End Web Engineer / User Interface Designer

May 2019 - June 2020

ChurchTrac Software - Jacksonville, Florida

Front-End Web Engineer at ChurchTrac - a software company that produces a cloud based church management software. **Worked remotely 50-75% of the time.**

- Provided wire-framing, prototyping, user interface design & front end development for re-design of public facing landing & content pages and development for web application. - www.churchtrac.com
- Maintained the design and coding of website and web application as needed.
- Synthesized research to create personas & journey map and conducted competitive analysis.
- Performed quality assurance, application and user interface testing for development projects.
- Assisted with writing /updating online support manual and provided ticket and phone customer support.

UX/UI Designer / Front End Web Developer

Mar 2006 - June 2020

F.L.A. Creative - Jacksonville, Florida

User experience/visual design, branding/identity, and front-end web development for non-profits, churches, corporations, and small businesses across a span of 14+ years. **Worked remotely 100% of the time.**

- Responsive web design, mobile app design, user interface design, and interaction design.
- Developed wireframes, and low & high-fidelity prototypes around user needs and business goals.
- Illustrated design ideas with sketches, white boarding, user process flows, and sitemaps.
- Conducted user research to determine user needs and pain points.
- Synthesized user & market research to create personas, journey maps, user flows, competitive analysis.

Web Designer

Feb 2018 - May 2019

B12 - Remote

Built **100s of engaging, functional, websites** using B12's Design Suite, HTML, and CSS.

- Read and interpret client briefs.
- Project management through open source software Orchestra.
- Ensured appropriate QA and proofing processes are implemented on all work.

Associate Web Designer

Nov 2006 - Dec 2008

General Dynamics Information Technology - Jacksonville, Florida

Designed and **developed interactive courseware** for the United States Navy using Adobe CC, applications, HTML, CSS & Javascript.

- Front-end web development to support the organization's goals and user needs.
- Collaborated with Subject Matter Experts (SMEs) to determine user needs and pain points.
- Collaborated with graphic designers and back-end web developers.
- Instructional and web design for the US Navy Hazmat course.

Modifications Web Designer

Feb 2006 - Nov 2006

Web.com - Jacksonville, Florida

- Completed changes to website and social media services by using a WYSIWYG editor and/or adjusting HTML/CSS code.
- Completed graphic design updates, including cropping, resizing, enhancing images, using Adobe Photoshop.
- Reviewed and recommended enhancements to website and social media services using commonly accepted design principles.
- Received and resolved approximately 20-30 inbound telephone calls and/or e-mail inquiries per day via queuing system, maintained a high level of customer satisfaction.

User Interface Designer & Front End Developer

Jan 1998 - Mar 2006

Freelance - Remote

User interface design, branding/identity, and front-end web development for non-profits, churches, corporations, and small businesses across a span of 8+ years.

Worked remotely 100% of the time.

- Developed wireframes, and low & high-fidelity prototypes around user needs and business goals.
- Illustrated design ideas with sketches and sitemaps.
- Conducted market research to prepare a competitive analysis.