

# ALICIA PAYETTE

DESIGNER · USER ADVOCATE · TRIVIA NERD

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## PROFESSIONAL EXPERIENCE

**COGO LABS** Cambridge, MA

**SENIOR UI/UX DESIGNER**

March 2017 to Present

- ▮ Conduct user research to inform our designs
- ▮ Work with our engineers to help shape the web products we are creating through implementation of our research
- ▮ Cultivate relationships with incubating companies to shape their product and brand design
- ▮ Strategize with teams to ensure email and site experiences positively affect open and click-through rate
- ▮ Maintain any existing sites and assets
- ▮ Assist with interviews and hiring of new designers
- ▮ Managed one designer

**DESIGNER**

October 2015 to March 2017

- ▮ Contributed to a wide range of projects including logos, branding, email and site design
- ▮ Collaborated with Data Analysts to set goals and set up tests to determine if we are meeting those goals

**CURRICULUM ASSOCIATES** North Billerica, MA

**JUNIOR DESIGNER**

August 2010 to January 2011 · Summer 2011 · Summer 2012 · May 2013 to July 2014

- ▮ Created and implemented a style guide used by two in-house design teams and an outside vendor to ensure a cohesive product
- ▮ Updated hundreds of product images and implemented an organizational system which streamlined their usability for other designers
- ▮ Collaborated on projects with many different departments, ensuring that the designs were well-executed and functional
- ▮ Became the go-to person for projects-in-crisis and last-minute project emergencies

## EDUCATION

**GENERAL ASSEMBLY** Boston, MA

April 2014 to July 2014

**Front End Web Development Course**

**PRATT INSTITUTE** Brooklyn, NY

September 2010 to May 2013

**BFA in Communication Design**  
**Concentration in Graphic Design**  
**Minor in Art History**

**MIDDLESEX**

**COMMUNITY COLLEGE** Lowell, MA

January 2008 to December 2009

**AS in Liberal Studies**  
**Concentration in Graphic Design**

## SKILLS

InDesign  
Illustrator  
Photoshop  
After Effects  
Sketch  
Print Design  
Web Design  
Typography  
HTML/PUG  
CSS/SCSS  
User Interviews  
Project Management  
Github

## CONTACT



**Lowell, MA**



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