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JeNaye Alston is a New York based **designer & strategist** with **5 years experience** advancing consumer products and enhancing brands across various industries.

RELEVANT EXPERIENCE

Digital Designer, Designs X JeNaye – New York, NY

May '18 – Aug '22

Experience taking on client briefs calling for a wide variety of digital designs, as well as building robust brand identities for new and under developed companies. View featured client projects at www.jenayealston.com [all portfolio pages designed & developed by JeNaye in Webflow]

Market & Competitive Analysis: Conducting extensive market & competitor research via primary and secondary sources to develop brand positioning strategies and designs that take advantage of gaps within the current market and highlight each company's competitive advantage.

Web Design & Development: Designed and developed responsive websites using custom HTML, CSS, & JS code, as well as platforms including Webflow, Squarespace, & Wordpress.

Associate Store Planner, Sak's Fifth Avenue – New York, NY

Jul '21 - Aug '22

An inaugural member of the store planning team. Worked alongside vendors, buyers, and ecommerce teams, to drive gross profit in all 41 Sak's locations.

Process Development: Tested and ideated new allocation and planning processes. Once processes were developed, introduced the new processes to crossfunctional partners and helped them to transition into the new system, and standardize the workflow across teams.

Forecasting & Planning: Worked with buying and product development teams to develop a go forward strategy and financial projections to drive incremental growth.

UX/UI Designer, UOK – New York, NY

Feb '22 - May '22

Evaluated and redesigned an app created to help students communicate their wellbeing to their teachers. Effectively overhauled the app to create a more efficient and effective experience for users.

Prototyping: Developed wireframes from initial sketches and converted them into clickable hi-fidelity prototypes using Figma and Invision. These prototypes were later used for user testing.

Research Driven Design Strategy: Used thorough industry research to rightsize the student wellbeing evaluation strategy and implement this strategy while designing the information architecture, user journey and user interface.

Assistant Store Planner, Macy's – New York, NY

Mar '19 - Jun '21

A part of the Ready To Wear Classic Collections team, successfully managed the allocation of 200K+ units, valued at \$10M+, to all 519 U.S. stores and on-line based on sales and stock projections. Tasked with developing and implementing sales and inventory strategies to drive gross profit.

Data Analysis: Analyzed and monitored financial trends within Macy's selling locations, on a weekly, monthly, and seasonal basis used to dictate the budget for and composition of seasonal brand assortments.

Strategy Development & Presentation: Developed sales and inventory strategies based on historic and inseason performance analysis. Presented subsequent strategies to stakeholders to communicate how they would enhance the business based on KPIs, and implemented the strategies when creating the budgets for future seasons and inseason forecasts.

Managing Client Relationships & Negotiation: Maintained vendor relationships and acted as a liaison between the merchandising office and vendor wholesale representatives. Negotiated purchase order prices and quantities directly with vendors and product development teams.

SOFTWARE

HTML
CSS
JavaScript
Figma
Sketch
Invision
Illustrator
Photoshop
After Effects
Webflow
Squarespace
Wordpress
Microsoft Excel (Certified)
Microsoft Suite

SKILLS & CAPABILITIES

Design Thinking
Prototyping
Wireframing
Market Research
Competitor Analysis
Process Development
Forecasting
Planning
Data Analysis
Strategy
User Testing

EDUCATION

UX/UI Certification
Design Systems Certification
2022 | Memorisely

Microsoft Excel Certification
2018 | MOS

BA Strategic Communications
Minor: Business
Presidential Scholarship
RA West Residence Hall
Communications Fellow (1 of 25)
2014 - 2018 | Elon University

Semester At Sea Study Abroad
2016 | University Of Virginia