

# JeNaye Alston

Product Designer  
New York, NY

Experienced and versatile product designer with a foundation in digital design and retail planning. With over 8 years of hands-on expertise in project management, web design, development, and retail planning, specializing in enhancing consumer experience, conducting thorough market analysis, fostering brand development, and executing strategic planning initiatives. Dedicated to orchestrating cross-functional teams, spearheading projects, and consistently delivering innovative and creative solutions.

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## Experience

Freelance  
New York, NY  
May '18 – Present

### Interdisciplinary Designer

Demonstrate proficiency in handling diverse client briefs spanning various digital design requirements, coupled with a track record of crafting strong brand identities for emerging and underdeveloped companies.

Conduct comprehensive market and competitor analyses to formulate brand positioning strategies and designs. Leverage market insights to identify opportunities within the current landscape and accentuate client competitive edge through compelling design solutions.

Sak's Fifth Avenue  
New York, NY  
Jul '21 – Present

### Planning Manager '23 – Present

Inaugural member of the store planning team, entrusted with creating size optimization strategies, inventory management practices, utilizing merchandise planning systems, and developing tools to streamline processes and enhance productivity.

### Associate Planner '21 – '22

UOK  
Remote  
Feb '22 – May '22

### UX/UI Designer

Redesigned a student well-being mobile app to enhance the user experience. Developed wireframes from initial sketches, and created hi-fidelity prototypes in Figma and Invision. Conducted user and market research to optimize the well-being evaluation strategy, informing information architecture, user journey, and interface design.

Macy's  
New York, NY  
Mar '19 – Jun '21

### Planning Assistant

Successfully oversaw the allocation of 200K+ units, valued at \$10M+, across 519 U.S. stores and online, aligning with sales forecasts and stock projections. Devised and executed sales and inventory strategies aimed at driving gross profit.

Golin Harris  
New York, NY  
Jun '18 – Nov '18

### Creative Design & Consumer PR Fellow

Contributed to creative and consumer PR teams for Mountain Dew, Amaro Montenegro, Magnum Ice Cream, Walmart, Jet Blue, among others.

Directed design efforts for print and digital assets, enhancing client websites, events, campaigns, and social media with still and motion graphics. Conducted industry research, monitored placements, managed media lists, and crafted pitches. Coordinated vendor relations, facilitated influencer mailer delivery, and managed event bookings.

## Skills

Design Thinking,  
Prototyping, Wireframing,  
Market Research,  
Competitor Analysis,  
Forecasting, Project  
Management, Process  
Development, Planning, Data  
Analysis, Usability Testing,  
User Flows, A/B Testing

## Tools

Figma, Sketch, Invision,  
HTML, CSS, JavaScript, SQL,  
Tableau, Notion, Asana,  
Illustrator, Photoshop, After  
Effects, Cinema 4D,  
Squarespace, Webflow,  
Microsoft Excel, Microsoft  
Office Suite

## Education

BA Strategic  
Communications

Business Admin Minor  
Elon University

User Experience & User  
Interface Design  
Certification  
Memorisely

Design Systems Certification  
Memorisely

Microsoft Excel Certification  
MOS