

ALECIA MITCHELL

UX PRODUCT DESIGNER

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UX Portfolio → aleciamitchell.com

PROFILE

Highly creative, enthusiastic, and imaginative Visual Designer with extensive experience in UX/UI design. Skilled in transforming business objectives and user insights into intuitive and engaging digital products, visual narratives and user-centered interfaces. Curious and passionate about continuously learning and promoting design thinking principles, keeping up-to-date with the latest UI/UX trends and techniques.

Expert in leveraging the brand's distinctive strengths and product offerings to effectively communicate intricate ideas to diverse audiences. Adept at working in a collaborative environment, blending strong visual design skills with interaction design abilities and a willingness to quickly adapt to new tools and methodologies.

SKILLS

Leadership + Teamwork	IA Sitemaps + Affinity Diagrams
UX / UI + Product Design	ADA / A11y Accessibility
Product Strategy + Ideation	Competitor Analysis
IA + Interaction Design	Stakeholder + Client Relations
Animation + Motion Design	Storyboards + Journey Mapping
Design Think Process	Cross-functional Collaboration
Prototyping + Wireframing	User Flows + Interviews
Typography + Color Theory	Adobe CS After Effects XD
User Research + Usability Testing	Webflow Figma VS Code
Shopify Squarespace	CSS3 HTML5

CERTIFICATIONS

Google

UX Design Professional Certificate

Interaction Design Foundation / IxDF

UI / UX Design Certificates [22 certificates total]

Cape Fear Community College

Responsive Web Design Certificate

Graphic Design Certificate

Advanced HTML5 and CSS3 Certificate

Salesforce

Salesforce Certified Administrator

EXPERIENCE

UX /UI Product Design Lead / Creative Director | Since 2022

Essential Personnel

Innovative Design Strategist driving product-market fit in remote B2B SaaS startup. Adept at conceptualizing and defining end-to-end design solutions that seamlessly merge visual and technical elements.

KEY ACCOMPLISHMENTS

- Redesigning the flagship platform, converting the responsive app to mobile with a user-centric focus on complex module design.
- Collaborates with cross-functional teams and engineers to develop new product components: balancing user, business, and technical constraints to achieve critical business objectives.
- Conceptualizes and executes iterative design strategies, ensuring product-market fit, and simplifying sophisticated design challenges by analyzing user feedback for actionable insights.
- Designs with a focus on user experience and leads all facets of product design initiatives from conception to implementation.
- Creates mockups, wireframes, and production-ready user interface designs that adhere to enterprise design guidelines, accessibility standards, and best practices for desktop and mobile UI.
- Implements mobile-responsive designs and best practices, evolving the Design System process.
- Leads design sessions, documents user requirements, and prioritizes artifacts for collaboration and consistency with teams and stakeholders to implement design specifications.
- Analyzes user feedback to improve product usability and applies solutions to future iterations as a strategic product thinker.
- Tests application features for accessibility and usability, improving the product based on stakeholder, user, and partner feedback.

Freelance Front-End Web Designer | Since 2020

JD Wade IT

Experienced Front End Web Designer specializing in Webflow, Shopify and Squarespace. Skilled in creating visually appealing online experiences for clients to deliver optimal results.

KEY ACCOMPLISHMENTS

- Collaborates with clients to understand their goals and create custom solutions that meet their unique needs.
- Ensures all designs are responsive, accessible, user-friendly, and visually appealing, using best practices in color theory, typography, accessibility, and overall aesthetic sense..
- Implements and maintains website functionality, ensuring that all features are working seamlessly and efficiently.
- Stays current with front-end design trends and technologies.
- Provides clients technical support with prompt, expert solutions.

Owner - Operator | 2007 — 2015

Creative Director | 2015 — 2019

The Whiskey

Managed business operations, artist development, and production for diverse clients, using hands-on experience and creative leadership to drive growth and success.

KEY ACCOMPLISHMENTS

- Boosted business growth by 35% year-over-year through strategic planning and successful implementation of a business plan aligned with consumer and industry trends.
- Led the creation of social media and graphic/UI design content, including branding, logos, print and digital marketing.
- Fostered lifelong relationships with talent agents, positioning The Whiskey as a trustworthy, artist-first music venue.
- Reduced costs through talent buying, production, event coordination, and management negotiations. Managed a team of 10+.

EDUCATION

University of North Carolina at Wilmington

BA in Communication Studies

Study Abroad at Parsons Paris New School of Design