

JANINA ALIVIO

Brand Experience Designer

Email

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Mobile

2125420745

Portfolio

janinaalivio.com

EXPERIENCE

Design Coordinator

BCW Global | NY, NY since 01/2020

Currently designing communication materials, infographics and social media assets, including animations.

Clients: Bank of America, Nestlé, Tom's of Maine

Design Intern

Handshake | NY, NY 06/2019 - 08/2019

Prototyped ui design concepts, and transition motions for agency website. Collaborated with lead designer and developer team on improving the visual design and interactions for various clients.

Clients: Caterpillar Foundation, Estée Lauder, Abercrombie & Fitch

Digital Design Intern

Vaudeville | NY, NY 09/2018 - 12/2018

Researched qualitative/quantitative insights, optimized sitemap, userflow and overall user experience of apps and websites.

Clients: SYFY-Stargate, Materialbank, The Young Turks

Contract Marketing Designer

Various | NY, NY 03/2014 - 08/2018

Lead strategy and mocked up designs of digital marketing campaigns, optimized social media ad campaigns, and SEO content.

Clients: Radeberger Beer, Sherri Hill, Marriott Germany

EDUCATION

Fashion Institute of Technology, New York

BFA Digital & Advertising Design | 05/2019

University of Siegen, Germany

BA English Creative Writing | 07/2012

SKILLS

Adobe CC

Sketch

InVision

HTML, CSS

UX Research

Wireframing

User Testing

User Journeys

Rapid Prototyping

Brand Strategy

Concept Ideation

UI Design

German-native

French-so so

Sense of Humor

Team Player

INTERESTS

Music Production

Marathon Running

Board & Trivia Games

References available upon request