

Alice Maglio

UX/UI Designer | Writer

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EXPERIENCE

UX/UI Designer — *thelighthouse, Brooklyn, NY*

JUN 2021 - PRESENT

Takes ownership of the company's UX/UI Design process through improving existing features of the pilot and driving new ones. Leads user research/testing and synthesizes data into actionable insights. Creates low and high-fidelity mockups and prototypes. Collaborates closely with both the Founder to understand business needs and the Tech Lead to ship features.

UX/UI Designer — *Freelance*

DEC 2020 - PRESENT

Provides end-to-end UX/UI design for clients. Conducts empathy research to create intuitive digital products informed by human-centered design. Uses visual design to strengthen brand identities expressing products' core values. Recent projects: Inkling, a mobile app to build accountability in writers and Twenty, a web app that allows Twitter influencers to connect to followers through 20-minute calls.

Content Writer & Editor — *Freelance*

JAN 2017 - PRESENT

Works with small businesses and individuals to create and/or edit content in the form of blog posts, web copy, marketing emails, and academic papers. Collaborates with multiple tiers of editors and clients to move from drafting to publication. Recent clients: SuperSummary, 11outof11, and NY Restoration Project.

Tutor & Educational Therapist — *Freudigman & Billings, Westport, CT*

MAY 2019 – MAY 2021

Provided comprehensive guidance in college admissions essay writing, from brainstorming to final stylistic edits. Collaborated with students, supervisors, and parents to reach finished products. Conducted educational therapy sessions, focusing on students' executive functioning, self-advocacy, and anxiety management.

Tutor & Copy Writer/Editor — *InTuition Works, Chappaqua, NY*

SEPT 2016 - APR 2019

Wrote and copy edited marketing and instructional content, including blog posts, brochures, lesson material, and social media posts. Conducted tutoring sessions in college essay writing, academic English, and test prep.

DESIGN SKILLS & TOOLS

user research, market research, usability testing, visual design, branding, interaction design, user flows, wireframing, prototyping, web design, mobile design, responsive design, Figma, Sketch, Adobe XD, InVision, Miro

WRITING/EDITING SKILLS

copy writing, fiction writing, copy editing, developmental editing, academic research

EDUCATION

Designlab *UX Academy*

JUN 2020 - JAN 2021

Sarah Lawrence College *MFA, Creative Writing*

SEPT 2016 - MAY 2018

Georgetown University *BA, Comparative Literature*

SEPT 2009 - MAY 2013

LANGUAGES

English, Italian, Arabic

Administrative Assistant — *Boston Pacific, Washington, DC*

JUL 2015 - JUL 2016

Copy edited the manuscript for the company president's book, *Simply Electrifying*. Copy edited and fact-checked publications, testimony, and web content. Oversaw daily administrative operations including billing, invoicing, and vendor interfacing.