



FARRAH ALBERTIE

SENIOR USER INTERFACE & VISUAL DESIGNER

25+ Years Experience

SKILLS

- User Experience Design
- User Interface Design
- Interaction Design
- Visual Design
- Hi & Lo Fi Prototyping
- Crafting Personas
- Synthesizing Research
- Competitor Analysis
- Developing Design Systems
- Front-End Web Development
- Responsive Web Design

TOOLS

- Adobe XD
- Sketch
- Figma
- Invision
- Photoshop
- Illustrator
- Miro
- HTML, CSS, Javascript
- Bootstrap 4
- WordPress
- Keynote & Powerpoint
- Microsoft Office
- Google Suite

EDUCATION

Middle Tennessee State University
Bachelor of Science
 Received May 2003

Major: Recording Industry Management

Minors: Business Administration & Mass Communication



PROFILE

Hey! My Name is Farrah! I'm a Senior User Interface & Visual Designer with over 25 years experience. I specialize in making the complex simple.

By empathetically incorporating both user needs and business goals, **I strategically solve complex design problems.**



PROFESSIONAL EXPERIENCE

AVP of Strategy & Design | Senior User Interface Designer Jan 2021 - Present
 Citi and Photon via Citi - Irving, Texas

Converted to FTE - April 2022

Valued contributor as a Senior User Interface Designer to the Digital Help (Customer Care) Design team for 2 years. Also assisted on Enable Container Team on several projects as needed for 2 years. **Worked remotely 90% of the time.**

- Develop compelling and various creative elements around innovation opportunities.
- Identifies, understands and represents the customer's needs in the development of products, channels, and new opportunities for the company.
- Understand the business objectives, user needs, and UX goal scopes.
- Create system and application concepts by defining IA, design patterns and paradigms, task flows, wireframes and mockups, and specs.
- Incorporate technical and business requirements to create intuitive user-centered solutions.

Notable Accomplishments

- Utilized my visual and user interface design skills and experience to accomplish:
 - UI Design of Pre-login and Post-login Contact Us page for Citi.com
 - UI Design of FlexPay FAQs and Modal design
 - UX and UI Design of Quick Actions edit in which Logged in users can edit the quick links they want on their dashboard. Includes dashboard design and modal that allowed for addition subtraction and drag/drop of order of the quick actions
 - Sketch to Figma conversion of 100+ component Messaging and Chatbot UI Kit
 - Design System Conversion of 100+ component Messaging and Chatbot UI Kit
 - Several other projects for Search Help Panel for browser, mobile responsive, Android and iOS.

Senior User Interface Designer / Front End Developer

Mar 2006 - Jan 2021

F.L.A. Creative - Jacksonville, Florida

User experience/visual design, branding/identity, and front-end web development for non-profits, churches, corporations, and small businesses across a span of 14+ years. **Worked remotely 100% of the time.**

- Responsive web design, mobile app design, user interface design, and interaction design.
- Developed wireframes, and low & high-fidelity prototypes around user needs and business goals.
- Illustrated design ideas with sketches, white boarding, user process flows, and sitemaps.
- Conducted user research to determine user needs and pain points.
- Synthesized user & market research to create personas, journey maps, user flows, competitive analysis.

Associate Web Designer

Nov 2006 - Dec 2008

General Dynamics Information Technology - Jacksonville, Florida

Designed and **developed interactive courseware** for the United States Navy using Adobe CC, applications, HTML, CSS & Javascript.

- Front-end web development to support the organization's goals and user needs.
- Collaborated with Subject Matter Experts (SMEs) to determine user needs and pain points.
- Collaborated with graphic designers and back-end web developers.
- Instructional and web design for the US Navy Hazmat course.

Modifications Web Designer

Feb 2006 - Nov 2006

Web.com - Jacksonville, Florida

- Completed changes to website and social media services by using a WYSIWYG editor and/or adjusting HTML/CSS code.
- Completed graphic design updates, including cropping, resizing, enhancing images, using Adobe Photoshop.
- Reviewed and recommended enhancements to website and social media services using commonly accepted design principles.
- Received and resolved approximately 20-30 inbound telephone calls and/or e-mail inquiries per day via queuing system, maintained a high level of customer satisfaction.

User Interface Designer & Front End Developer

Jan 1998 - Mar 2006

Freelance - Remote

User interface design, branding/identity, and front-end web development for non-profits, churches, corporations, and small businesses across a span of 8+ years. **Worked remotely 100% of the time.**

- Developed wireframes, and low & high-fidelity prototypes around user needs and business goals.
- Illustrated design ideas with sketches and sitemaps.
- Conducted market research to prepare a competitive analysis.