Alaina Hornibrook

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DESIGN EXPERIENCE

UX Architect/Visual Designer
Perficient   **November 2023- Present, Remote**

· Led the UI and visual design while adhering to brand guidelines and creating a style guide for two separate homepages.
· Utilized research insights to develop wireframes, mockups, prototypes, and user interface elements optimized for desktop, mobile and tablet platforms.

UX Designer
S&P Global   **June 2023 –August 2023, Remote**

· Designed wireframes, mock-ups, and prototypes during a 10 week project.
· Used various tools and techniques to research, identify user needs and synthesize insights to develop a solution for a complex financial education problem.
· Assisted other designers with design meetings and projects as needed.

UX Design Specialist
Zebra Technologies   **March 2021 – January 2023, Remote**

· Planned and proposed solutions for a wide variety of product design challenges including, but not limited to: mobile (Android and iOS), responsive web and desktop applications.
· Designed wireframes, mock-ups, user flows and prototypes to effectively communicate interaction and design ideas.
· Led the design for updated experiences while planning and defining strategy for the direction of future iterations.
· Facilitated design reviews and presented to senior stakeholders and executive-level leadership.
· Managed the end-to-end design process of the team, ensuring on-time, detailed deliverables.
· Collaborated with engineers, architects and product managers throughout the production cycle.

Associate Instructor – UX/UI Bootcamp
ThriveDX   **June 2022 – December 2022, Remote**

· Assisted Lead Instructor to prepare and teach 10-20 students with the given lesson plan.
· Qualified to assist with 12 modules within the UX/UI Bootcamp including UX and UI Essentials, Ideating & Prototyping and Intro to Front End Development.

Graphic Designer
USA Track & Field   **January 2020 – April 2020, Indianapolis, IN**

· Optimized graphics for the website and social media accounts, and contributed to the development and implementation of department strategy.
· Developed a new membership and subscription strategy, with 3 separate looks, to publish on social media, email campaigns and web ads.
· Oversaw all graphic design for events, social and partnerships.

Graphic Designer
D.C. United   **January 2019 – November 2019, Washington, DC**

· Supervised the development of the creative content for print and digital materials including posters, flyers, signage/banners, clothing, social media posts, application notifications and email blasts.
· Used story telling and digital strategy to develop a fan-first campaign, across all platforms, for the 2019 Playoff push.
· Strengthened brand identity within the community with user-centric design for in stadium branding, online advertisements and guerrilla marketing.

EDUCATION

Bachelor of Science in Journalism: Advertising
University of Oregon · 2016

SKILLS

Technical Skills: Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD, After Effects), Figma, Sketch, InVision, Miro, Zeplin

Industry Skills: Wireframing, Prototyping, User Research, User Testing, Accessibility Standards, Visual Design, Interaction Design, Motion Design, Typography, Layout Design, HTML, CSS, Design Systems