

ELYSSA COHEN

UX/UI DESIGNER — BOSTON

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PROFILE SUMMARY

User Experience designer with a proven track record of strategizing web content, brand, photography, and marketing campaigns that implement effective and user-focused design to accomplish clients' goals and exceed customers' expectations. Experience managing multiple complex projects, scoping work accurately, and delivering products on time and on budget. Team player who meets challenges whether working with small, local enterprise or nationally focused clients.

EDUCATION

USER EXPERIENCE IMMERSIVE

General Assembly, Boston 2019-2020

Designed five projects during the ten week program learning each step of the Agile UX design process.

- **Drizly Mobile & Desktop Website:** Performed research, ideation, sketching, and prototyping to design a comparative feature on the product detail page of the marketplace to boost product discovery
- **Venmo App:** Prototyped and tested a donation feature into the existing app to leverage the social aspect of Venmo encouraging giving to causes
- **E-commerce:** Designed digital prototype illustrating an online shopping experience to meet user goals and business needs

WEB DESIGN CERTIFICATE

Cape Cod Community College
Hyannis, MA 2009-2010

BA OF FINE ARTS PHOTOGRAPHY

The University of the Arts
Philadelphia, PA 2004-2008

PUBLICATIONS

CAPE COD HOME MAGAZINE

Featured cover and interior spread
Winter 2019/2020

SOLO PHOTOGRAPHY EXHIBIT

Truro Fine Art Studio / Cape Cod
Sept-Nov 2019

CAPE COD LIFE MAGAZINE

Featured cover and portfolio
Sept/Oct 2019

DESIGN & WORK EXPERIENCE

ELYSSA COHEN DESIGN

2009 - 2020

Boston & Cape Cod, MA

Web Developer, User Experience Designer, Graphic Designer & Founder

- Built strong relationships between UX, engineering and business stakeholders in the U.S. and abroad
- Designed creative and measurable solutions for WordPress websites, social media marketing, search engine optimization, and other brand materials based on usability studies and market research
- Customized all aspects of website design, from market positioning to concept, design, wireframes and implementation
- Implemented and organized training sessions to show clients how to optimize their websites and content management systems
- Managed and trained five employees plus subcontractors to design, implement, and test deliverables
- Sold the company to a competitor after doubling the business revenue every year from 2012 to 2016

CLIENTS Cape Cod & Islands Realtor's Association; Hope Hospice; Helping Our Women; Safe Harbour Recovery Center; Hailey Group; Cape Cod Coffee Roasters; Sarah Peake State Representative

UX SKILLS

Sketching/Rendering
User-centered Design
Wireframing
UI Design
Prototyping
Responsive Design
Interaction Design

RESEARCH

Interviews
User Inquiry
Surveys
Heuristic Reviews
Competitive Analysis
Affinity Mapping
Usability Testing

TOOLS

Axure
Sketch
InVision
Figma
Illustrator
Photoshop
HTML/CSS

PHOTOGRAPHY SKILLS

- DSLR Photography
- Medium Format Photography
- Large Format film Photography
- Profoto B1 Studio Strobes

PHOTO TOOLS

- Canon 5D Mark IV DSLR
- Tilt-shift Lenses
- Hasselblad x1d ii (Medium format)
- Photoshop
- Lightroom
- CamRanger Tethering Tools
- ON1 Software
- Perfectly Clear Software
- Pocket Suite Booking App
- X-rite Monitor Calibration

PHOTO PRINTING

- Archival Inkjet Printing
- X-rite Printer Calibration
- Dye Sublimation Archival Aluminum Prints

PHOTOGRAPHY LINKS

F: facebook.com/elyssacohenphoto
T: twitter.com/photogboston
W: elyssacohen.com

REFERENCES REQUEST

INTERESTS



Photography



Cycling



Hiking



Painting



Kayaking



Dog Sledding



Glassblowing

PHOTOGRAPHY EXPERIENCE

ELYSSA COHEN PHOTOGRAPHY

2006 - 2020

Boston & Cape Cod, MA

Photographer & Owner

- Photographed and coordinated all aspects of commercial, real estate, yacht and aviation photo shoots under tight deadlines and budgets
- Led a team of photographers to support 70+ realtors in five offices at Legacy Sotheby's International Realty of Maine
- Collaborated with business teams to orchestrate photographic story boards to satisfy creative requirements and produce compelling images for marketing and branding purposes
- Strategized and executed extensive editing procedures to construct final images to meet business goals

PUBLICATIONS

ABC World News Tonight

Wall Street Journal

New York Times

Maine Magazine

Boston Magazine

Cape Cod Life Magazine

Coastal Living Magazine

CLIENTS

L.L.Bean

Jacuzzi

SolarCity

RKTB Architects, P.C

Legacy Properties Sotheby's International Realty

Atlantic Bay Sotheby's International Realty

William Raveis Real Estate

TEACHING EXPERIENCE

PROFESSIONAL PRACTICES WORKSHOP

Feb 2019

University of the Arts, Philadelphia

ADVANCED STUDIO WORKSHOP

Feb 2019

University of the Arts, Philadelphia

GOOGLE ANALYTICS

Mar 2014-2016

Geek Girl Tech Con, Boston South

INTRO TO PHOTOGRAPHY

Mar 2014-2016

Geek Girl Tech Con, Boston South