



ALEZA LEINWAND

UX/UI DESIGNER

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EXPERIENCE

Brighthouse Financial - Lead BSA UX Designer

August 2020 - Current

- Conducts user and SME interviews to understand common problems and needs, and establish personas.
- Creates mid-fidelity mock ups for complex financial tools.
- Evaluates designs through testing and feedback from users.
- Seeks out data requirements from SMEs, and annotates designs for easy transfer to developers.

LifeWeb - User Experience Designer

October 2019 - November 2019

- Researched competitors to understand the current landscape.
- Moderated user interviews to generate empathy and understand the needs and frustrations of the users.
- Identified main problems through the synthesis of research.
- Established a persona, problem statement, and design principles to remain grounded within the UX process.
- Rapidly created and iterated on divergent concepts, wireframes, and prototype to validate or invalidate with potential users.

Simmons-Boardman Publishing - Graphic Designer

June 2016 - May 2019

- Designed layouts for six B2B publications across various industries and maintained brand consistency.
- Produced print and web ads to reach users needs within each industry.
- Researched colors, typography, and composition while rapidly iterating on designs as a leading contributor in five full magazine redesigns.
- Proofed publications and exhibited attention to detail to catch any errors before going to print.
- Researched imagery for use in publications to make sure graphics are cohesive with each brand.

Pipe Dream Newspaper - Design Assistant

August 2014 - May 2016

- Helped train interns and future designers of the paper while collaborating with other designers as well as editors of the paper.
- Designed sports and opinion page layout for student-run newspaper to add visual interests to newspaper pages.

Hearst Design Group - Graphic Design Intern

May 2015 - August 2015

- Worked with Elle Decor, HouseBeautiful, and Veranda to reach different scopes of users.
- Assisted with promotional and marketing materials with an understanding of each brand and their readers.

ABOUT ME

I've always been told don't judge a book by its cover, but as a graphic designer; I did. I focused on making things look aesthetically pleasing on the outside, and while that does add value, I never opened the book to understand the story. UX design has taught me to focus on that story, empathize with its users and understand their needs, in addition to it being visually pleasing. I'm passionate about creating meaningful products and having a greater impact on the lives of users, whether big or small.

TOOLS

Sketch, Axure, InVision, Figma, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Microsoft Office

SKILLS

Wireframing, Affinity Mapping, Prototyping, Concepting, Interviewing, Journey Mapping, Usability Testing, Task Flows, Site Maps, Typography, Layout Design, Photography

EDUCATION

Binghamton University

BA Art & Design, 2016

Flatiron School

UX/UI Design Program, 2019