



Alicia Clapper

ART DIRECTION, WEB & GRAPHIC PRODUCT DESIGN, UX DESIGN

CONTACT

Based in Los Angeles, California
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MY PORTFOLIO

aclapper.com

EDUCATION

UCLA Extension School
Intro to UX Design | Cert Class
2016

Boston University
Center for Digital Imaging Arts
Cert: Web & Graphic Design
2011

Hobart & William Smith Colleges
Dual Bachelor of Arts
Studio Art & Communications
2006

SKILLS / SOFTWARE

Expert in Adobe Creative Suite
Sketch App, Invision App
Wireframing/Prototyping
UI Design / Illustration
Hotjar (User Behavior)
Wordpress, HTML/CSS
HTML Email Design & Code
Photography, Drone Pilot
After Effects, Premier Pro, iMovie

WEB PRESENCE

- dribbble.com/AClapperDesigns
- linkedin.com/in/alicia-clapper
- twitter.com/AClapperDesigns

FREELANCE PRODUCT DESIGNER

Fionta Web Design & Development | Los Angeles, CA | May 2017–Present

- Lead design kickoff discussions with clients, decipher business goals, develop site maps through content inventory, conduct user research, design wireframes, create style tiles, deliver full fidelity designs.

Ortho Mattress | West LA, CA | August 2018–March 2019

- Lead creative direction and execution of online digital advertising, in-store signage, packaging, web products and applications, & video content for social media.
- Managed marketing team day-to-day communications and projects.
- Helped design and develop a hospitality branch, creating all marketing materials, sell sheets, trade-show signage and layouts, and powerpoint presentations.

Internet Brands | El Segundo, CA | October 2017–August 2018

- Develop wireframes and full fidelity theme designs for health professionals to choose from when creating their own business website.
- Conduct user research through surveys and user data to develop personas.
- Lead a small team to execute a Design System for internal dashboards and portals.

ART DIRECTOR

Fionta Web Design & Development | Los Angeles, CA | May 2016–October 2017

- Lead design kickoff discussions with clients, decipher business goals, develop site maps through content inventory, conduct user research, design wireframes, create style tiles, deliver full fidelity designs.
- Photograph and retouch employee headshots, shoot all internal marketing videos
- Project manage and design all marketing creative assets (print and digital) for the National Association of Home Builders' International Builders' Show, a trade show with 60,000+ attendees.
- Art direct junior designs with day to day projects, enforcing best practices and UX

UI / UX DESIGNER, PRODUCT DESIGNER

Joybird Furniture | Commerce, CA | October 2015–April 2016

- Create wireframes for desktop, tablet and mobile devices based on user data, reportings, screen recordings, and best practices for user behavior
- Design a UI library, style guide and grid system for consistency, amongst all devices
- Develop wireframes into full fidelity designs based on brand standards

UI / UX DESIGNER, PRODUCT DESIGNER

Wayfair.com | Boston, MA | April 2014–July 2015

- Work closely with designers, product managers, UX specialists, front-end developers, engineers and other internal departments to implement new features and improve upon existing features of the website
- Conceptualize and create pixel-perfect mockups from sketches, wireframes, and spec documents or on my own based on discussions with stakeholders.
- Design templates for emails, optimized for mobile for internal teams
- Lead all marketing design elements for the Trade program within Wayfair, its integration into the Wayfair.com website, and all trade show booth graphics

WEB & GRAPHIC, PRODUCT DESIGNER

Clarks Shoes | Boston, MA | July 2011–April 2014

- Assist in the creative design, development and execution of marketing communication materials and assets for use on the company's retail websites, and for wholesale partners and affiliates.
- Art direct photo-shoots in-house as well as on location, collaborating with outside vendors and photographers
- Design and develop web banners, emails, email banners, remarketing banners, & social media posts and banners. Design and develop new page layouts within the website.