Ali Greenberg

Product Designer

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EXPERIENCE

WorkWave - Jr. Product Designer
Remote | July 2022 - Present

- Design, iterate, and ship high-quality experiences, including data visualization, payments, login, and scheduling
- Collaborate cross-functionally with a product team, engineering, and QA to design and ship features for an enterprise SaaS application
- Contribute to, document, and implement a growing design system
- Ideate and prototype to explore simple solutions to complex problems
- Facilitate design reviews and present design decisions to stakeholders
- Modernize and internationalize a legacy product
- Create deliverables and high-fidelity designs for feature projects, and maintain detailed and organized handoff notes for engineering
- Conduct and analyze UX research to understand user needs and behaviors, and use data to produce intuitive designs
- Balance business and customer needs using strong communication, empathy, research, and a passion for user-centered design

The Moment Studio - UX/UI Designer
Remote | Jan 2022 - July 2022

- Collaborated with a team to design end-to-end experiences for start-up clients
- Conducted and analyzed user research and usability testing
- Created sketches, wireframes, style guides, high-fidelity mockups, and prototypes to present to clients
- Participated in design reviews and collaborative design sessions

BASIS Independent Brooklyn - School Administrator
Brooklyn, NY | Aug 2019 - July 2022

- Led a team and provided constructive feedback, mentorship, and support
- Analyzed data to make insights-driven decisions
- Delivered presentations to internal and external stakeholders
- Directed and participated in workshops and productive communication

Education

Interaction Design Foundation - Accessibility: How to design for all | Jan 2023
Avocademy - UX/UI Design Certificate | Dec 2021
SheCodes - Front-End Development Certificates | Oct 2021
University of Vermont - B.S. in Education, Anthropology, Communication Science | May 2012

Skills

RESEARCH

User Interviews
Card sorting
Tree testing
A/B Testing
Usability Testing
Affinity/Empathy Mapping
Competitive Analysis
User Personas

DESIGN

UX/UI Design
Product Design
Visual Design
Information Architecture
Systems thinking
Accessibility
Sitemaps
User Flows
Prototyping
Wireframes
High Fidelity Mockups
Design Systems
Style Guides
Typography and color
Iconography
Design Thinking
Responsive Design
UX Writing
Interaction Design

TOOLKIT

Figma
Maze
Miro
InVision
Adobe Illustrator
Confluence
HTML, CSS, JavaScript
React