



# ALICE BARTON

USER EXPERIENCE DESIGNER

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Know me better at



## Employment

2016

### Product Designer

PIPER

- Boosted sales and retention at playpiper.com by improving the UI design
- Simplified the blueprint instructions for the product build
- Allowed schools to implement the product in their classrooms with an easy-to-follow unit plan

2015 - 2016

### Visual/Graphic Designer

EDSURGE

- Improved the UX across edsurge.com, including the main navigation, the footer, and the redesign of the news platform
- Used infographics to boost reader engagement for several articles on EdSurge.com
- Collaborated with PMs and engineers to design and ship 2 Research and Development microsites, one for Adaptive Learning, and one called "The State of Edtech"

2014

### Web UX/UI Designer

UNCOMMON INDIVIDUAL FOUNDATION - ONTRACK

- Upgraded the user interface and experience of a multi-user web application for e-learning
- Used Webflow to create interactive and responsive prototypes with usable code for developers
- Helped the company more than quadruple their number of users with a new marketing website

2014

### Mobile UX Designer

SELFISH

- Used the results of user research and interviews to form a UX improvement plan consisting of storyboards, personas and user flows
- Worked closely with a visual designer to create beautiful high-res mockups for the mobile application

## Education

### User Experience Design Immersive

General Assembly

Professors Aynne Valencia and Christina Wodtke

Completed 5 user centered design life cycles in both web and mobile platforms

### Masters in Education

Boston College

Received S.E.U.S Scholarship for urban teaching in science and math

### Bachelor in Biology and Studio Art

Boston College

Completed a senior art portfolio in photography and new media

## My Objective

Art has been a hobby of mine my entire life, and I have been fortunate enough to find a way to turn it into a career.

Coming from a teaching background, and having experience designing engaging science lessons for 4 years, I excel at making my designs simple, fun, and easy to use.

## Professional Skill

Wireframing	● ● ● ● ●
Prototyping	● ● ● ● ●
User research	● ● ● ● ○
Info. Architecture	● ● ● ○ ○
Graphic Design	● ● ● ● ○
Illustrator	● ● ● ● ●
Photoshop	● ● ● ● ○
InDesign	● ● ● ○ ○
Sketch	● ● ● ● ○
Webflow	● ● ● ● ●
HTML5	● ● ● ○ ○
CSS3	● ● ● ○ ○
Apple	● ● ● ● ●
Windows	● ● ● ○ ○

## Personal Skill

Socializing	● ● ● ● ○
Creativity	● ● ● ● ●
Organization	● ● ● ● ○
Team Player	● ● ● ● ●
Communication	● ● ● ● ○
Problem Solving	● ● ● ● ○

## About Me

Name: Alice Barton  
Location: San Francisco, California  
Availability: Contract or Full time  
Interests: Science, education, mobile, photography, gamification  
Hobbies: Ultimate Frisbee, Karaoke  
Habits: Rapid iteration, solving problems, making life fun