

ALYSSA LAWSON



Suffern, NY



(845) 824-8060



Lawson_A1@outlook.com



Alyssa L

PROFILE SUMMARY

Skilled IT professional with a robust background in UX design, web development, and project analysis, dedicated to creating user-centric digital experiences. I possess a strong ability to translate complex ideas into intuitive and accessible web designs, combined with a solid understanding of industry best practices and emerging trends. My experience in conducting user research, managing projects, and utilizing advanced design tools equips me to deliver high-quality digital solutions that meet both client and user needs. I am now seeking to leverage my expertise and knowledge in UX design or other IT-related fields to contribute to innovative projects and drive digital transformation.

SKILLS

- Editorially
- WCAG (Web Content Accessibility Guidelines)
- Figma
- Canva
- Visual Studio Code
- HTML
- CSS
- JavaScript (Working Knowledge)
- Adobe Creative Cloud
- Slack
- Content Creation
- User Research
- MS365
- G-Suites

EDUCATION

- **Ongoing Degree in Web & UX Design**
Wake Technical Community College
- **Google UX Design Professional Certificate**
Google
- **Associate of Applied Science in Computer Science - Information Systems**
Collin College

LINKS

WEBSITE/PORTFOLIO:
<https://www.smplxdesigns.com/>

CORE COMPETENCIES

- **User-Centered Design:** Extensive experience in creating intuitive, accessible, and aesthetically pleasing digital interfaces, with a strong focus on user-centered design principles.
- **Web Development:** Proficient in developing and maintaining websites using platforms like Drupal, Wix, Squarespace, and Shopify. Skilled in both front-end design and back-end functionality, ensuring seamless integration of design and technical components.
- **Prototyping and Design Tools:** Expertise in using advanced prototyping tools such as Sketch and Figma to create interactive prototypes and wireframes, effectively communicating design concepts and facilitating client collaboration.
- **Project Management:** Strong project management skills, including the ability to organize and track project tasks using tools like Notion, Microsoft Teams, Jira, and ServiceNow.

PROFESSIONAL EXPERIENCE

Freelance Web & UX Designer | SMPLEX

Aug 2019 – Present

- Developed and maintained detailed storyboards, sitemaps, and process flow charts to effectively communicate design concepts and project visions to clients.
- Leveraged advanced skills in prototyping tools like Sketch and Figma to create interactive and highly detailed prototypes, ensuring alignment with client expectations.
- Conducted comprehensive user research and analysis, gaining insights into user needs and preferences, which significantly informed design and functionality decisions.
- Efficiently utilized website builders such as Wix, Squarespace, and Shopify to design and develop high-quality websites, consistently meeting project deadlines.
- Crafted websites from the ground up, staying up-to-date with industry best practices, and integrating continuous self-learning into design processes.
- Managed and streamlined project tasks using organizational tools like Notion and Microsoft Teams, ensuring all project components were tracked and delivered on time.
- Played a crucial role in project management, ensuring deadlines were met, and contributing to the overall success of client projects.
- Assisted in the development of structured onboarding processes for new website projects, improving client engagement and project workflow.

Temporary Web Designer | North Carolina Department of Information Technology (NCDIT) Apr 2024 – Jul 2024

- Helped lead with the creation and migration of website content in Drupal CMS, ensuring seamless onboarding for government agency websites.
- Played a key role in making over 1,000 gubernatorial proclamations accessible by migrating content from PDFs to HTML format, enhancing public accessibility.
- Collaborated closely with clients to refine website strategy, focusing on site design, architecture, usability, and adherence to best practices in web development.
- Prioritized accessibility in all web content, implementing alt text, accessible formats, and clear, user-friendly language throughout.
- Authored and published blogs to promote and market accessibility, contributing to public awareness and engagement.
- Monitored and analyzed website traffic using Monsido and Google Analytics, identifying trends and making data-driven recommendations for improvements.
- Utilized Jira and ServiceNow to manage and resolve website-related tickets, ensuring timely and effective issue resolution.
- Engaged in Agile Development practices, actively participating in team sprint meetings and contributing to the iterative improvement of projects.

Intern Web Designer | North Carolina Department of Information Technology (NCDIT) Sep 2023 – Apr 2024

- Created and managed content in Drupal CMS for new onboarding websites, ensuring compliance with organizational standards.
- Enhanced accessibility standards across multiple websites, ensuring full compliance with WCAG 2.1 guidelines.
- Reviewed and optimized website information architecture to align with Digital Commons platform capabilities while testing and integrating new features.
- Contributed to the design and support of the NC Digital Commons Platform, enhancing user experience and site functionality.
- Focused on user-centric design, ensuring all websites were developed with a user-friendly interface that catered to diverse audiences.
- Gained experience in SEO practices using Monsido and Google Analytics, regularly tracking website traffic and updating meta descriptions to improve search visibility.
- Collaborated frequently with various NC agencies, including NCDOT, the Governor's Office, NCDHHS, and others, to deliver high-quality web solutions.

Inventory Coordinator | Agri Supply Jul 2023 – Oct 2023

- Conducted comprehensive overstock and shelf location audits, effectively managing inventory levels and ensuring product availability.
- Reviewed and corrected pricing discrepancies on the sales floor, ensuring accuracy and consistency in product pricing.
- Identified and rectified daily negative inventory overrides, maintaining accurate and up-to-date inventory records.
- Adjusted and corrected inventory discrepancies based on daily staff reports, contributing to efficient inventory management.
- Applied DD barcodes to products with incorrect UPC or barcode information, improving inventory tracking and accuracy.
- Regularly monitored and adjusted inventory for discontinued items, ensuring shelf products were correctly labeled and managed in the system.
- Audited yard inventory, replacing weathered or missing barcodes, and maintaining clear and accurate product identification.

Power Technologist I & Project Analyst | PIKE Corporation Jul 2022 – Nov 2022

- Actively contributed to project analysis and workflow optimization, assisting in the preparation of deliverables to meet client and management objectives.
- Developed proficiency in various design software and work management tools, including Boud, Maximo, Replicon, QuickBase, Nitro, and MyWorld, enhancing project efficiency.
- Maintained regular communication with clients to update them on job status, ensuring that expectations and delivery dates were consistently met.
- Prepared comprehensive project and job packages, including material lists, requisitions, labor estimates, and site drawings, facilitating cost-effective installation of electrical facilities.