

Alyssa McGriffin

Web & UX/UI Designer

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480-318-0276

Education

B.S. Graphic Information Technology

2013-2016, Arizona State University

Summa Cum Laude (3.8 GPA)

Certifications & Awards

Google UX Design

Professional Certificate, Coursera

January 2022

Insight Values Award Winner

Company Award, Insight Enterprises

December 2019

Skills & Software

UX/UI Design

Wireframing

User Interface Design

Low/Hi-Fi Prototypes

Figma

Persona Creation

Adobe XD

Usability Testing

User Research

Front-End Web

HTML

CSS

Responsive Web Design

Adobe Experience Manager (AEM)

Wordpress

Foundation Framework

Experience

Web Designer, Insight Enterprises

May 2017 - Present

- Designed and developed all of the web pages for the company's main go-to-market solution and services areas
- Created mockups in Photoshop and Figma for numerous custom experiences, presented to stakeholders, and iterated based on given feedback
- Collaborated cross-functionally with teams of copywriters, designers, developers, and campaign specialists
- Lead designer on the global homepage redesign project in 2019
- Created and maintained the Insight.com tech glossary in collaboration with the content writing team
- Worked with tool owners to gain familiarity with tools and software such as Adobe Target, Google Analytics, Hotjar heatmaps, Marketo, Workfront, and RichRelevance Engage

Web Design Intern, Insight Enterprises

February 2017 - May 2017

- Worked within the Foundation framework in Adobe Experience Manager utilizing HTML, CSS, and JS knowledge as well as programs in the Adobe Creative Cloud
- Developed and maintained numerous web pages and created digital ads for business partners to advertise on-site
- Aided the web design team on projects such as the Insight teammate manual, adding to the about section of the site, and assisted in making the website ADA compliant
- Posted hundreds of articles, assets, and resources pages to the content and resources part of the site

Grader for Web Site Design and Internet Technologies (GIT 414/515), Arizona State University

August 2015 - December 2016

- Responsible for reviewing and providing feedback on a variety of wireframe, mockup and coding assignments
- Encouraged the writing of semantic code, responsive design, and the proper usage of HTML5 and CSS3