

## PORTFOLIO

alenawashburne.com

## EXPERIENCE

**YDV | Senior Designer, Visual/UX, Freelance | February 2018 – Present**

- Led visual and user experience design for Seattle-area digital strategy, product design, and engineering startup including logo design, branding materials, and pitch decks for J. Crew, T-Mobile, Build.com, REI, and Lowes in support of business development efforts.
- Completed J. Crew homepage design audit, developed redesign recommendations, and presented to J. Crew Chief Marketing Officer for implementation.
- Integrated Fit Explore throughout J. Crew website to promote easier online shopping and reduce return rates.

**Amazon.com | Visual/UX Designer II, Amazon Fashion | December 2015 – February 2018**

- Served as UX lead for Amazon's Private Brands fashion configurator initiative for Buttoned Down dress shirts and Core 10 Yoga Pants.
- Led visual design for development and launch of Amazon Fashion's Visual Dress Finder on desktop and mobile experiences.
- Developed UX design for Prime Wardrobe "Learn More" pages and managed project administration, including leading weekly sprint planning meetings and daily stand ups
- Team ambassador for recruiting events, visited 8 different colleges to speak and interview students.

**Amazon.com | Visual Designer, Amazon Media | December 2013 – December 2015**

- Led all graphic design projects and initiatives for Amazon's Disc on Demand business, creating packaging for thousands of DVD, CD, Blu-ray, and Audiobook titles.
- Owned physical packaging and menu design for top Amazon Studios titles, including Alpha House, Betas, and Tumbleleaf.

**Amazon.com | Designer, Amazon Marketing Group | May 2013 – December 2013**

- Designed and coded HTML content published on Amazon.com, providing enhanced product descriptions to better inform customer purchase decisions.
- Created pages for product launches on Amazon.com including SONOS Speakers and Google's Chromecast and Chromebook.

**Freelance Designer | January 2006 – Present**

- Provided multi-disciplinary freelance design services for a variety of clients and projects including print and package design, website branding and logo design, and wedding stationery design.
- Designed and executed a branded family of packaging for High Performance Nutrition's 10-product line, sold online globally and in 60+ retail stores nationally.
- Featured in *Seattle Bride Magazine* (2017) for wedding stationery and logo design.

## INTERNSHIPS

**Evide Health | Graphic Design Intern | 2012**

- Responsibilities included illustrations, copy-writing, and production. Designed e-mail reminders, in-home mailers, office mailers, and posters for clients including Blue Cross Blue Shield, Cargill, and Reyes.

**Mandalay Vision | Art Department Film Intern | 2011**

- Tasks included set decoration, prop assistance, and graphic design. Worked with on-screen talent during production of feature film "Another Happy Day".

**EDUCATION**

**Columbia College Chicago** | BFA in graphic design with honors

**TOOLS**

- Design | Adobe Creative Suite, Sketch, Axure, Flinto
- Art Rendering | Marketport, Pageflex, Fusion Pro
- Web | HTML
- Photography | Film and digital
- Loves | Branding, logo design, package design
- AIGA member

**CAUSES**

- Big Brothers Big Sisters of Puget Sound | Executive Board Member, Young Professionals Committee
- GLAmazon | LGBT affinity group at Amazon, volunteer + ally