Aimee Reeff

UX Designer / Researcher

aimeereeff@gmail.com

www.pacificsunstudios.com

EDUCATION

Master of Professional Studies in User Experience Design

Maryland Institute College of Art August 2023 to September 2024 - Baltimore, Maryland

Bachelor of Arts in Design for Industrial Design

San Jose State University

August 2017 to May 2022 - San Jose, California

IDSA Club Officer, 1 year - Marketing - made advertisements for meetings using Illustrator and Photoshop. Collaborated with the Social media representative to post and manage the clubs Instagram.

Associate of Science - Industrial Design Engineering

Mt. San Antonio College - CSWA - Solidworks Certification - 2017, Walnut, California

EXPERIENCE

UX Design and Marketing Consultant

Titus MRF Services - Remote and In Person Fontana, California - Aug 2021 to March 2025

Closely collaborated with the CEO and Manager of Design and Sales to build a website and a rebrand for their company. Also providing manuals for updated uniforms and gear essentials for the team. Designed business cards and documents for bid proposals. These responsibilities required me to be organized, self sufficient and diligent in meeting deadlines.

Website Design Consultant

Pacific Yearly Meeting - Remote and In Person

Santa Cruz, California - April 2023- Jan 2024

This Project consisted or assisting the client decide how they wanted to archive information on their existing website and transition to a new layout. We collaborated virtually and troubleshooted key issues that arose during the renewal process. I also help with SEO to help them be easier to find online and for their constituents to make contact.

Film Lab Tech

Bay Photo Lab

Soquel, California - Nov 2023- Aug 2024

This position required efficient time management, efficiency and accuracy. Also requiring technical knowledge on film processing from developing to scanning to printing, while also providing consultations for photo restoration and making custom prints on various mediums. Photo restoration is completed in Adobe Photoshop while also using our in house camera studio to photograph paintings for restoration and reprinting.

- · Cash handling and Point of Sale operation, managing customer financial info for mail in orders
- · Customer service representative, assisting management with emails, Inquiries and online store orders
- · Film Developing, Processing and Restoration

Industry Knowledge- Rapid Prototyping and Product Design, User Interface/ User Experience, Human Centered Design, Interaction Design, Wireframing and Presentation, Digital Rapid Prototyping

UX and Design Research, Brand Design and Development, Industrial Design, Digital Marketing -B2B,B2C

Tools & Technologies - Figma, Sketch, Adobe Photoshop/Illustrator/InDesign Premier/ XD/ Lightroom, Invision, Google Analytics, Miro, Slack, Teams, BOORDS, CoPilot and Chat GPT, Lookback, Miro, Mural, Slack, Teams, Sketch, WIX, Twilio Studio

Other Skills - HTML, CSS, Solidworks, Auto CAD, Microsoft Office, Brainstorming, Story Telling, Hand Sketching (Traditional and Digital), Film and Digital Photography, Time management, Communication