Farrah Albertie

Senior Visual & Experience Designer

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PROFESSIONAL SUMMARY

Accomplished Visual and Experience Designer with **25+ years** of proven success in **visual design** and **6 years in UX design** across various industries, including finance and banking, government, non-profit, entertainment, and SaaS. My areas of focus are **user interface design & prototyping, experience design and generative ai design.**

Skilled in leading impactful initiatives, such as **Citi**.com's Contact Us landing page redesign, resulting in increased chatbot usage and reduced support inquiries.

Proficient in **Figma, Sketch, Adobe XD, and InVision**, with strengths in stakeholder collaboration and strategic problem-solving to deliver exceptional digital experiences..

SKILLS

User Experience Design
User Interface Design
Interaction Design
Visual Design
Hi & Lo Fi Prototyping
Crafting Personas
Synthesizing Research
Competitor Analysis
Developing Design Systems
Front-End Web Development
Responsive Web Design
Mobile App Design
Design Thinking
Strategic Planning

TOOLS

Figma
Adobe XD
Sketch
Invision
Photoshop
Illustrator
Miro
HTML
CSS
Javascript
Bootstrap 4
WordPress
Keynote
Powerpoint
Microsoft Office

WORK EXPERIENCE

Senior UX/UI Designer | AVP of Strategy & Design
Citi - Irving, TX - Hybrid | 2021 - 2024

- **Fostered strong stakeholder partnerships** by aligning design strategies with business objectives, resulting in faster project approval times.
- **Facilitated seamless collaboration between design and development teams,** achieving a 100% on-time project delivery rate.
- **Spearheaded desktop redesign for Citi.com's Pre-Login & Post Login Contact Us landing pages** for more 280,000+ monthly users, increasing chatbot and messaging use and reducing call inquiries to general support.
- **Upgraded Status Tracker component and implemented guideline documentation** for design system using Figma to maintain consistency across multiple product lines, resulting in an improvement in design efficiency.
- **Conceptualized and implemented a "Quick Actions" edit feature to personalize user dashboards**, leading to more users customizing their dashboards and completing key tasks.
- **Optimized the UI design for the "Deceased Account Holders" landing page**, achieving a #1 Google search ranking for relevant keywords and doubling organic traffic.
- **Crafted UI designs for FlexPay FAQs and modal dialogs**, ensuring intuitive interactions and clear information presentation, which reduced FlexPay-related support inquiries by 15%.
- **Led the conversion of a 100+** component messaging and chatbot UI kit from Sketch to Figma, reducing design iteration time..

Creative Director | Senior UX/UI Designer and Visual Designer
F.L.A. Creative - Jacksonville, Florida - Remote | 2006 - Present

- **Led branding, print design, and user interface design projects across multiple industries,** delivering visually compelling and user-centric solutions that enhanced brand identity, improved user engagement, and increased conversion rates.
- **Pioneered responsive design solutions**, elevating user engagement across web and

Google Suite

EDUCATION

Middle Tennessee State University

Bachelor of Science - Recording Industry Management *(Music Business Concentration)*

Minors: Business Administration & Mass Communication

mobile platforms while aligning with business objectives.
- **Leveraged marketing & user research insights** to refine product usability, driving substantial improvements in client retention and overall user satisfaction.
- **Developed prototypes and wireframes**, ensuring seamless integration of user needs with business goals.
- **Spearheaded cutting-edge UI/UX solutions**, revolutionizing digital experiences and substantially boosting user engagement across web and mobile platforms.

Clients: SoundWalk Music, B12, ICUC, Church Management Software Company, Mount Zion Church, A Lil' Slice of Heaven Learning Center, National Security Alarm Company.

Associate Web Designer
General Dynamics Information Technology - Jacksonville, Florida | 2006 - 2008

- **Engineered cutting-edge interactive courseware for US Navy**, leveraging Adobe CC, HTML, CSS & Javascript to revolutionize digital learning platforms.HTML, CSS & Javascript to enhance digital learning experiences.
- **Synergized with SMEs, graphic designers, and back-end developers** to create user-centric web solutions for naval training programs.
- **Conducted in-depth user needs analysis**, transforming insights into tailored web designs for the US Navy Hazmat course.
- **Optimized front-end development processes**, significantly improving website performance and user engagement for organizational goals.
- **Spearheaded innovative instructional design strategies**, revolutionizing the delivery of complex naval training content.

Modifications Web Designer
Web.com - Jacksonville, Florida | 2006 - 2006

- **Led web design projects,** implementing cutting-edge UI/UX solutions. Streamlined workflow processes, resulting in faster project turnaround and improved client satisfaction.
- **Meticulously crafted pixel-perfect designs**, ensuring brand consistency across platforms. Conducted thorough QA testing to maintain high-quality standards.
- **Pioneered UI/UX solutions for web projects**, enhancing user engagement and streamlining design processes for faster turnaround times.
- **Ensured brand consistency across platforms** through meticulous design work, conducting thorough QA testing to maintain high quality standards.
- **Optimized customer support by efficiently managing 20-30 daily inquiries**, maintaining exceptional satisfaction levels through effective queue handling.

User Interface Designer | Front End Developer
Freelance- Jacksonville, Florida 1998 -2006

- **Pioneered responsive UI designs for diverse clients**, enhancing user engagement and brand identity across digital platforms.
- **Streamlined front-end development processes**, reducing project turnaround times and improving client satisfaction rates.
- **Conducted thorough market research and competitive analysis** to inform strategic design decisions and differentiate client brands.
- **Partnered with non-profits and businesses to create tailored digital solutions**, aligning user needs with organizational goals.
- **Transformed abstract concepts into intuitive user interfaces**, driving improved user experiences and client business growth.