

CONTACT

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EDUCATION

UI/UX Design Career Track

Springboard | 2021

- 700+ hours of hands-on course material
- 1:1 expert mentor oversight
- Completion of 4 in-depth portfolio projects.
- Mastered skills: Information architecture, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, dashboards and data design, social media and messaging, and product lifecycle.

Visual Design

ArtCenter College of Design | 2019

Brand and Digital Strategy

Pratt Institute | 2018

Art Direction & Graphic Design

The School of Advertising Companies | 2015

Fine/Studio Arts

Shenkar College | 2013-14

Graphic Design, Summer Course

Parsons – The New School | 2013

ADDITIONAL

Military Service (Israel)

IDF Radio Station | 2010-2012

Languages

English, Hebrew

Software

Adobe Suite, Figma, Canva

Skills & Expertise

UX/UI Design, Product Development, Design Thinking & User Research, Sketching & Wireframing, Information Architecture, User Experience Improvement, Interaction & Mobile Design, Wireframes & Prototype, Design Systems & Style Guide, Concept Development, Visual Communication, Marketing Design

ALMA RICHTER

UX/UI DESIGNER & PRODUCT DESIGNER

WORK EXPERIENCE

FREELANCE MARKETING DESIGN, GRAPHIC DESIGN, UX/UI DESIGN

Self-Employed | Los Angeles, CA | 2021 - Present

- Design mini brand kits, logos, mini websites, and marketing materials for small business owners and assist clients with managing website development and social media marketing strategies.
- Consistently uphold clients' brand guidelines across all marketing collateral and project deliverables.
- Create original and inspiring content that steers clients' stories through multiple traditional and digital mediums.
- Developed a brand system and initial, high fidelity MVP user flow prototype for DadBod, conducting research and analyzing data to clarify the problem statement and define a clear MVP.

MARKETING DESIGNER & CONTENT CREATOR

Tandem Marketing | Los Angeles, CA / New York, NY | 2020 – 2021

- Created industry-leading DR creative in strict alignment with individual clients' brand guidelines.
- Worked closely with creative and strategy teams, brainstorming scripts and designing social media ads that successfully engaged new and existing customers.
- Produced, directed, shot, edited, and modeled client products to create UGC videos and photography.

FREELANCE MARKETING & GRAPHIC DESIGN SPECIALIST, RE-BRANDING

Imagine It Done | Los Angeles, CA / New York, NY | 2020

- Redefined the brand's visual and conceptual identity by developing a client/follower survey to conduct comprehensive internal and external user research.
- Built a new brand book and corresponding guidelines that included color palette, font, iconography, image editing, and tone of voice.
- Directed the web developer through the redesign of the current website to create a cleaner, streamlined, and more user-friendly experience.
- Designed Canva templates for the marketing team and unique marketing assets for social media and internal use, including a client-facing brand book.

CLIENT PROJECT MANAGER & CREATIVE/BRAND MARKETING

Roomrs | New York, NY | 2017 – 2019

- Managed re-branding and website strategy from concept to execution, researching, selecting, and liaising with creative agency to elevate the brand's overall integrity.
- Determined a mission and vision and developed strategies to spearhead branding and UX projects as a creative project manager at Roomrs that fostered trust and clear understanding between client and the agency.
- Planned and executed campaigns that translated that vision into innovative brand and community marketing through continuous listening, observation, and engagement with colleagues and clients.
- Served as project manager for web development, ensuring creative concepts were optimized and executed for each client's specific journey to maximize engagement and retention.
- Established and managed the brand's visual identity, target audience, goals, and objectives to grow the customer base and increase overall revenue.
- Created all graphics as the in-house graphic designer, including social media content, flyers, newsletters, one-pagers, digital ads, business decks, signage, and any other projects as they arose.
- Developed strategies and social media content alongside the marketing team, resulting in a 65% increase in Instagram and Facebook followers over six months.
- Designed email marketing, concepts, and promotional collateral for 40+ events with partners, influencers, and local businesses.
- Independently built graphics for social media, websites, digital/traditional promotions, events, internal business assets, and new offline products, enhancing the aesthetic of properties in alignment with all brand guidelines.
- Closely collaborated with the marketing team to produce creative and engaging campaigns and photoshoots.

Freelance Graphic Designer, Nolita Group (2017) || Jr. Business Development Associate
indaHash (2016-17) || Creative Project Manager, iFive Technologies Ltd. (2015)