

ALMA RICHTER



UX/UI DESIGNER _ VISUAL DESIGNER

Innovative, versatile, and self-motivated Product Designer with 6+ years of experience in brand and marketing design, crafting compelling digital content, engaging user experiences, and intuitive interfaces. Proven success in rebranding initiatives, driving revenue growth, and optimizing website UX. Imaginative and detail-oriented creator with expertise in heuristic analysis, site-mapping, and information architecture, effectively translating intricate concepts into impactful design solutions. Ability to execute and direct brand identity projects, employing design strategy and brand design systems. Well-versed in digital, social, email, and product design with a commitment to continual learning and growth within a dynamic team environment. Possess a strong portfolio showcasing end-to-end feature design for responsive web applications and expertise in strategic thinking and project management. Bilingual with fluency in English and Hebrew.

TECHNICAL & OTHER PROFICIENCIES

DESIGN: Product Design, UI/UX Design, Web & Mobile Design, Interactive Experiences, Graphic Design, Visual Design, User Research, User Interviews, Storyboarding, Wireframes & Prototypes, Personas, User Journeys, User Flows, Prototyping, Testing, Brand & Marketing Design, Typography, Identity Design

SOFTWARE: Figma, Adobe Creative Cloud (Photoshop, Illustrator), Midjourney, Canva, Invision, Google Workspace

OTHER: Strategic Planning & Execution, Project Management, Heuristic Analysis, Prioritization, Process Improvement, Cross-functional Collaboration, Portfolio Management

PROFESSIONAL EXPERIENCE

REEF TECHNOLOGY, WORLDWIDE_REMOTE

2023 - PRESENT

Visual Designer, Contract

Lead design of innovative print and digital promotional materials for REEF TECHNOLOGIES, ensuring alignment with brand standards and market trends. Develop visually captivating logos, capturing core attributes of brands and fostering a robust visual identity within market.

- Created mockups and branded signage for diverse platforms, providing consistent visual representation across various environments, including airports, trucks, Gravity UK, and universities.

FAMBOD, BEYOU, LOS ANGELES_REMOTE

2023 - PRESENT

Product Designer, Freelance

Engaged in thorough research and ideation processes, supporting creation and improvement of product designs. Partnered with the founder, developer, and CMO to enhance and iterate on existing product designs. Developed detailed design documentation, including sketches, wireframes, and prototypes. Created consistent visual identity by developing branding elements, including brand books and design systems. Contributed to design reviews, offering valuable feedback to peers.

- Fostered effective collaboration with cross-functional teams, including engineers and product managers, ensuring design feasibility and alignment with project goals.

SELF-EMPLOYED, LOS ANGELES
Web & Visual Designer

2021 - PRESENT

As a freelance Web and Marketing Designer, specialize in creating compelling visual identities and developing mini sites to enhance sales and property visibility. Ensure brand consistency by developing and implementing creative brand strategies including logo design, color palettes, and visual assets

- Enhanced customer engagement by developing impactful marketing materials such as brochures, flyers, signage, business decks, social media graphics, and advertisements.
- Maintained integrity of brand across all touchpoints by formulating and upholding brand guidelines and style guides.
- Kept abreast of industry trends and best practices in brand and marketing design, consistently integrating new ideas and techniques into design projects.

TANDEM MARKETING, LOS ANGELES | NYC
Visual Designer & Content Creator

2020 - 2021

Developed and implemented highly effective direct response campaigns for numerous B2C brands, such as Felina, Jack Erwin, Muse & Co, Dioxyne, and EveryPlate in collaboration with creative, sales, and operations teams.

- Orchestrated multi-channel social media ad campaigns that effectively engaged new and existing customers, enhancing metrics such as watch times, clicks, likes, follows, and sales.
- Utilized user-generated videos and photography to create compelling content, steering all aspects of production, direction, filming, video editing, and modeling, particularly within fashion and health & wellness sectors.

IMAGINE IT DONE, LOS ANGELES | NYC
Marketing & Brand Design, Freelance

2019 - 2020

Revamped a home arrangement service by redefining existing visual identity and increasing customer engagement, utilizing a client survey to generate insights about audience demographics and develop brand persona. Spearheaded the introduction of a new brand design, book, and Canva templates with guidelines for color palettes, fonts, iconography, image editing, and tone of voice.

- Directed overhaul of the website, optimizing the user experience by introducing new information architecture and visuals.

ROOMRS, NYC
Creative Product Manager & Marketing Designer

2017 - 2019

Crafted and implemented a rebranding and website development strategy by translating brand requirements into a compelling narrative, conducting thorough market research, and overseeing website design initiatives for a co-living company.

- Boosted revenue growth by five times through a strategic relaunch, introducing a new visual identity, mission, vision, and target audience.
- Fostered influencer partnerships and designed all promotional collateral, emails, social media content, newsletters, partnerships, and events.
- Revamped both frontend and backend sitemaps to enhance website UX for sales and management teams.
- Expanded Instagram and Facebook followers by 65% in a span of 6 months by creating all brand graphics in-house.

EDUCATION & CERTIFICATIONS

UI/UX DESIGN CERTIFICATE
Springboard, Remote

GRAPHIC DESIGN COURSE
Parsons School of Design, The New School, NYC

BRAND AND DIGITAL STRATEGY COURSE
Pratt Institute, NYC

VISUAL DESIGN COURSE
Art Center College of Design, Location