

## **DELISHA PETERSON**

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I am a UI/UX Designer who has a passion for creating modern, intuitive, and functional design. I enjoy solving design problems and producing solutions that allow each user to fully engage in the activities of searching, viewing, exchanging, and interacting with information and media on screens of any size. I'm a technology geek who loves to discover new tools that help in the process of creating beautiful products that customers love using.

My experience spans across a variety of industries, including the Financial Industry, Asset Management, Health Technology, eCommerce, Non-Profit Organizations, Medical Services, Universities, and web-based SaaS applications for a variety of industries.

## **EDUCATION**

**Georgia Institute of Technology**, Atlanta, GA — MS Digital Media - 2010

**Florida State University**, Tallahassee, FL — MS Interactive & New Communication Technologies - 2006

**Florida A&M University**, Tallahassee, FL — BS Graphic Design - 2003

## **EXPERIENCE**

### **Sr UI/UX Designer; Sharecare Inc; Atlanta, GA — April 2018 - Present**

Lead UI/UX designer on client and consumer-facing web, Android, and iOS apps. Work with team leads to gather design specifications and requirements. Provide comprehensive UI design documentation, wireframes, and full-color mockups for the development team. Work directly with dev teams, product managers, and QA in order to make sure each feature is properly implemented and measures up to the goals of the business. Work with design director to review design mock-ups of junior designers and various off-shore design teams in order to insure consistency across features and platforms.

**Software used:** Sketch, Adobe Creative Suite (Illustrator, Photoshop), InVision, Jira, Zeplin, PaintCode

### **Sr UI/UX Designer; Burnt Orange Design; Atlanta, GA — February 2013 - Present**

Lead UI/UX designer and front-end developer on consumer-facing websites for a variety of clients. Direct communication with clients to gather design specifications and requirements. Provided comprehensive UI design documentation, wireframes, workflow diagrams, and full-color mockups for each project. UI/UX lead on SaaS applications for various clients with continued support on those apps. Frontend development on all client web-based projects. Wordpress site development and theming. Wordpress plugin integration and customization.

**Software used:** Adobe Creative Suite (Illustrator, Photoshop), InVision, Jira, Github

**Programming Languages & Platforms:** HTML, CSS, Javascript, Wordpress, Magento, Bootstrap

### **Sr UI/UX Designer; Blueturn Media; San Diego, CA — December 2011- February 2013**

Lead UI/UX designer and front-end developer on all consumer-facing websites, enterprise web applications, smartphone applications, and iPad applications for a variety of clients. Direct communication with clients to gather design specifications and requirements. Provided comprehensive UI design documentation, wireframes, workflow diagrams, and full-color mockups for each project. Worked with clients to conduct usability tests with their customers. UI/UX lead on SaaS applications for various clients with continued support on those apps. Frontend development on all client web-based projects.

**Software used:** Adobe Creative Suite 5 (Illustrator, Photoshop), Jira, Github

**Programming Languages & Platforms:** HTML, CSS, Javascript, JQuery, Wordpress, Magento, Bootstrap

**UI Designer; LPL Financial; San Diego, CA — July 2010-December 2011**

Designed and tested approaches to new and existing financial web applications, mobile applications, and tablet applications. Responsible for providing project approach documents, interactive design prototypes, UI design documentation, wireframes workflow diagrams, and full-color mockups.

**Software used:** Adobe Creative Suite 5 (Dreamweaver, Illustrator, Photoshop, Fireworks, Flash Catalyst), Keynote

**Programming Languages used:** HTML, CSS

**Graphic Design Professor; Florida A&M University, Tallahassee, FL — 2006-2008**

Instructed courses in the FAMU School of Graphic Communication, including Package Design, Basic Design Principles, and Web UI Design.

**Interface Designer - Researcher; Georgia Institute Of Technology; Atlanta, GA — Aug 2009-July 2010**

Front-end web designer on an experiential program on the topic of urban environmental sensing, in collaboration with the education program at the Centers for Disease Control (CDC) Global Health Odyssey Museum.

**Graphic Design/Web Designer; 619 Design Inc; San Diego, CA — June 2009-August 2009**

Developed and designed client websites utilizing current web-based technologies and programming languages.

**Software used:** Adobe Illustrator, Photoshop, Dreamweaver, Flash, Joomla! CMS

**Programming Languages used:** HTML, CSS, Javascript, PHP, XML, Actionscript 3.0

**Script Libraries used:** JQuery

**Graphic & Web Designer; Myriad Solutions Group, Llc; Tallahassee, FL — 2005-2008**

Developed, designed, maintained, and updated client websites. Designed corporate identities, product packaging, and promotional items.

**Software used:** Adobe Illustrator, Photoshop, Dreamweaver, Flash, Joomla! CMS

**Programming Languages used:** HTML, CSS, Javascript, PHP, XML, Actionscript 3.0

**Script Libraries used:** JQuery, Mootools

**Graphic Designer; Vulcan Materials Company; Birmingham, AL — Jan 2004-June 2004**

Designed graphics and layout of company publications, forms, and signs. Prepared documents for press. Operated various printers, presses, cutters, and binders within the print shop.

**Software used:** Adobe Illustrator, Photoshop, Quark Xpress

**TECHNICAL SKILLS**

**Software**

- Sketch
- Adobe Illustrator, Adobe Photoshop
- InVision prototyping app
- PaintCode
- JIRA project management software
- MacOS Productivity software (Pages, Numbers, Keynote)
- Microsoft Office applications (Word, Excel, Powerpoint)
- Proficient in both Windows and Mac platforms

**Web-based Languages, Libraries, & Platforms**

- HTML, CSS, Javascript, JQuery, Bootstrap, Wordpress, PHP

**Design Interests**

- Web design, Mobile App/Web Design, Web-based application design, enterprise website design, user interface design, user experience, participatory design, logos/branding, design theory

## ACTIVITIES

Florida A&M University Volleyball (1999-2002)

1st Team All-Conference and Academic All-Conference award winner (1999, 2000, 2002)

USAV Junior Olympic Volleyball Coach (2000-2013)

Athletes In Action volunteer (2012-2014)

Volleyball Instructor and Co-Founder [FireVB.org](http://FireVB.org) (2016-present)

Atlanta International School Varsity Volleyball Assistant Coach (2018)

## REFERENCES

**Matt Kew** - Sharecare Inc, Director of Engineering - [mkew@sharecare.com](mailto:mkew@sharecare.com)

**Jerry Ushakov** - Sharecare Inc; Sr. Product Manager - [jerry.ushakov@sharecare.com](mailto:jerry.ushakov@sharecare.com)

**Martin Fisher** - Software Engineer; Blueturn Media - [martindfisher@gmail.com](mailto:martindfisher@gmail.com)