

DELISHA PETERSON

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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

Owner/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. Lead UI designer for consumer and B2B mobile and web applications. 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, Zeplin, Sketch, Pantheon

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

Sr UI/UX Designer; Sharecare Inc; Atlanta, GA — April 2018 – October 2021

Contractor, Lead UI/UX designer on client and consumer-facing web and mobile 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, Figma, InVision, Jira, Zeplin, PaintCode

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
- Figma
- Adobe Illustrator, Adobe Photoshop
- InVision prototyping app
- PaintCode
- JIRA/Confluence 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 (2016-present)

Atlanta International School Varsity Volleyball Assistant Coach (2018)

REFERENCES

Matt Kew - Sharecare Inc, Director of Engineering - mkew@sharecare.com

Jerry Ushakov - Sharecare Inc; Sr. Product Manager - jerry.ushakov@sharecare.com

Brian Rock – Marketing Director; Insight Financial Services – brock@insightinvestments.com