



## Skills

### Design

Mobile/Responsive Design  
UX/UI Design & Testing  
Prototyping  
PPC Landing Page Design  
Social Media Design  
Email Design  
Banner Ad Design

### Development

Wordpress  
HTML  
CSS3  
SASS/SCSS  
jQuery  
PHP

### Tools

Sketch  
Adobe Creative Suite  
InvisionApp  
Slack  
UserTesting.com  
Optimizely.com  
CrazyEgg  
HotJar  
CODA  
Transmit

## References

### Vera Appleyard

Chief Internet & Media Officer  
(310) 876-3176

### Lori McNeill

Conversion Optimization  
(408) 781-6045

### Kristi Walter

Brand Manager  
(562) 900-3291

# Alissa Engstrom

 UX/UI Designer and Developer

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Portfolio: [www.alissaengstrom.com](http://www.alissaengstrom.com) | [www.linkedin.com/in/alissaengstrom](http://www.linkedin.com/in/alissaengstrom)

## Experience

2013-Present

### Creative Director / Elements Behavioral Health

- Changed internet marketing focus to user experience first approach using tools such as, Google Analytics, User Testing & Optimizely to validate strategies
- Plan/implement full design/development projects from start to finish
- Create site-maps, wire-frames, mock-ups and prototypes
- Develop/manage projects using Google Docs & Basecamp
- Develop new & re-designed branding
- Lead team in new email marketing endeavors using MailChimp & Marketo
- Direct photography & print materials as well as all other design collateral
- Manage all marketing assets
- Collaborate with content team, CRO Specialist, SEO team and Brand Manager
- Train & coach a team of designers & developers & manage outside contractors

### Senior Web Designer / Elements Behavioral Health

2011-2013

- Designed/developed websites using Wordpress
- Tracked performance in Google Analytics
- Assisted in re-developing brands
- Designed/animated banner ads
- Designed/developed PPC landing pages
- Created site-maps, wire-frames and mock-ups

### Web Designer / Elements Behavioral Health

2009-2011

- Designed/developed websites using Wordpress
- Assisted in re-developing brands
- Designed/animated banner ads
- Designed/developed PPC landing pages
- Performed website maintenance

### Web Producer / Strausberg Advertising & Design

2007-2009

- Worked on flash projects such as banner ads, slideshows, maps & websites
- Designed/developed e-blasts & newsletters
- Developed websites in HTML, CSS, JavaScript & Flash
- Performed website maintenance

## Education

### Bachelors of Science in Interactive Media Design

2004-2007

The Art Institute of California - Los Angeles

## [View My Portfolio](#)