



Stephanie Juliet Algieri

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Work

Product Design

500px | November 2016 - Present

At 500px I work on small agile teams to ship products to our community of over 11 million photographers. Using tools such as Pencils, Photoshop, Sketch and InVision to sketch, wireframe, prototype and user test the products we build learning and iterating along the way. The teams I work on consist of a Product Manager, Web Developers and Mobile Developers. I also get to work closely with the community of Photographers by leading weekly focus groups and user testing sessions.

Art Director

Marketing Automation Canada | April 2016 - November 2016

As an Art Director at Marketing Automation Canada, I oversee the artistic direction of clients' emails and landing pages. I also work on several marketing campaigns that involve A/B testing where I develop different designs and copy for the purpose of user testing. When the designs are approved, I bring them to life using HTML, CSS and JavaScript. After that, I take the landing page and/or emails into the clients marketing platform (i.e. Marketo or Pardot), adding tags into the code so that the client is able to make changes on their marketing platform easily.

Freelance Graphic Designer and Photographer

Stephanie Juliet Designs | September 2012 - Present

Using my background in UX/UI design I have been able to implement creative and simple solutions for complex content for my clients' websites. I have worked with agencies and startups such as Montana Steele and Candid to develop landing page designs, trade show material and social media content. In addition to web work, I create logos, brochures and illustrations for my clients.

Lead Designer

Million Short | October 2015 - January -2016

At Million Short, I worked alongside a small team of UX/UI designers and website developers to problem solve ways to re-engage users for the websites relaunch in 2015. During that time we added new search filters to the website to allow users to filter their search further. We also wanted Million Short to have a fresh new look for the relaunch. For this, I designed new marketing material for the brand's new look, while also creating "Shortee" who was the new face of Million Short's web crawler.

UX/UI Designer

Nextopia Software | July 2014 - January 2016

While at Nextopia, I worked on the front end of the product. My main responsibilities included brainstorming and problem solving new ways to better develop an engaging website in order to draw in more leads for our Sales team. I re-worked new wire frames and designs for the website, using User Personas I had developed from user research. This research was conducted by sending out questionnaires, speaking with the sales team about their clients, and using Skype to screen share with clients, walking them through tasks to better hone in on where they were inclined to look for things on the website.

Education

User Experience Design

BrainStation | 2016

Transformative Design Course

Academy OX | 2016

Fundamentals of User Experience Design

George Brown | 2014

Graphic Design For Print and Web

Humber College | 2013 - 2014

Bachelor of Fine Arts in Photography

OCAD University | 2008 - 2013

Technical Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch
- InVision
- Balsamiq
- Crazy Egg
- HTML/CSS
- Final Cut pro
- Marketo
- Pardot
- Final Cut Pro