



# Alissa Marr

## UX Designer

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### EXPERIENCE

#### trender.ai, Boston, MA (remote)

##### *Product UX Designer* *Founding Team*

June 2021 - Present

- Sole UX Designer behind transitioning trender.ai beyond MVP status into a comprehensive multi-functional platform.
- Strategically designed and iterated on a user-friendly interface, saving Sales reps 3+ hours daily compared to manual methods.
- Led the creation and upkeep of a design system in line with industry best practices.
- Shipped 20+ complex features including chrome extension, CSV import, multi-user, onboarding, native social media actions, & customer centric home dashboard.
- Advocated for users, ensuring a seamless, growth-oriented experience aligned with strategic goals.

#### Demand Analytics, remote

##### *UX Design Contractor*

February 2021 - May 2021

- Consulted and designed for an AI SaaS specializing in predicting MLB and NFL ticket sales.
- Successfully restructured the design system for enhanced efficiency.
- Created intuitive dashboards, seating charts, toolbars, and complex tables for seamless user interaction.
- Crafted and delivered presentations to stakeholders, effectively communicating findings and design solutions.

#### UX Design and Research Consultant, remote

March 2020 - January 2021

- Amplified Stock Culinary Goods' pandemic sales by designing innovative meal kits, and collaborating with local chefs through strategic social media initiatives.
- Collaborated with a digital coupon startup on wireframes and conducted UX research to optimize user experience.
- Conducted competitive analysis and summarized research findings for ADD/ADHD medical wearables.

### SKILLS

Figma  
Prototyping  
Systems Modeling  
Usability Testing  
User Research  
Wireframing  
Storyboarding  
Design Strategy  
Designing for AI  
UI & Visual Design  
Design Systems  
Information Architecture  
UX Writing

### PUBLICITY

- [Women in UX](#) UX Tweak 10/23
- [Medithanks](#) Rhode Island Inno 3/21

### MENTORSHIP

[ADP List Mentor](#) 1,000 minutes, top 1% mentor September & November

### EDUCATION

General Assembly  
**UX Certificate**  
12/19 Boston, MA

SUNY Purchase College  
**BA in Graphic Design**  
5/09 Purchase, NY