



Eugenia Albrecht
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Summary

Adding value to people's lives through user-centered approaches and intuitive solutions is my main goal as a designer. I am highly skilled in turning complex problems into simple experiences that are useful but also spark joy and delight. I believe in the power of collaboration and enjoy mentoring designers. I am fluent in English and Spanish. Knowing two languages has really shaped my multicultural approach of inclusivity. I have designed in the industries of education, luxury as well as athletics.

Professional Experience

[UI/UX Designer, Spatial Front, Inc;](#)
[Remote – July 2022 - Present](#)

[USDA GRAS CONTRACT 7/22-PRESENT](#)

As a UX/UI Designer I gather and evaluate user requirements in collaboration with product owners, business analysts, and developers. I compile and analyze research, create user flows, wireframe solutions, design interfaces and the experiences that go with it. I utilize user-centered design and testing methodologies, design systems, usability and maintain accessibility concerns at the forefront of each design solution. I gather feedback and iterate as needed. I am responsible for presenting to business sponsors design proposals. I work with cross-functional teams within the Agile methodology and enjoy being a reliable team player.

[DOT NHTSA CONTRACT 9/2022-12/2022](#)

Supported and assisted the Department of Transportation NHTSA project in gathering requirements, introducing UX methods and framework into the project and collaborated with business sponsors and business architects to provide solutions. I ensured all stories were implemented correctly through ongoing communication with the Development teams.

[UI/UX Designer, Super Duper Publications;](#)
[5201 Pelham Rd, Greenville, SC 29615](#)
[Greenville, SC – June 2020 - May 2022](#)

In this position I spearheaded the design of Super Duper's digital project initiatives. I collaborated with speech-language pathologists and web developers to address customer needs during the Covid-19 pandemic. During my time in this role we developed online learning games for teletherapy when in-person sessions were not an option for teachers and clinicians. I gathered functional requirements and translated these into wireframes. I would then create high-fidelity prototypes, iterate upon these and develop final designs. I utilized analytics as well as customer feedback to incorporate in our digital solutions. I created all interface components and layouts with design thinking methods to produce intuitive products.

I was responsible for the project management of all UI/UX initiatives. Our development team sometimes included outsourcing areas of one project. I communicated with web developers to ensure form and function were of the highest quality. I would revise every element and communicate changes clearly that were in scope and within budget. Some high-profile projects I was involved in included the Super Duper Digital Library which is a software as a service platform (SaaS) aimed to provide a digital experience of products for teletherapy usage. I also played an integral role in the redesign of their e-commerce Magento platform.

Freelance Designer/Owner, eBespokeDesign LLC;

Remote

Greenville, SC – March 2020 - Present

My Freelance projects mainly consist of developing fully branded experiences from initial ideas to concept execution. I communicate with client and capture their needs into digital or print form. These projects include corporate identity such as logo creation, stationery design, brand guidelines and website design.

Teaching Fellow, Carnegie Mellon University;

5000 Forbes Ave, Pittsburgh, PA 15213

Pittsburgh, PA – August 2018 - December 2019

As a PhD candidate my main area of research was in areas of health and immigration. While I was researching, I was also a Teaching Fellow designing classroom syllabi, collaborating with faculty and teaching courses such as Research Methods, Persuasion and How People Work.

Graphic Design Intern, Jack Porter;

112 W Stone Ave, Greenville, SC 29609

Greenville, SC – March 2018 - August 2018

I assisted with the creation of Division I athletic environments. I was involved in experiential projects that ranged from outdoor environments to interior spaces. I utilized Sketchup, Photoshop, and Illustrator to bring the ideas to life and present to clients. I also merged interactive design digital components within physical spaces to add a new layer of immersion for users.

Senior Graphic Designer, Aligned Energy;

Charlotte, NC – April 2015 - November 2015

I guided the branding vision for multiple national and global brands. Part of this included creating overall marketing strategies for designing and developing both print and digital marketing collateral. This included managing website updates and maintaining the content management system, designing product packaging, displays and other related material, collaborating on software interface design and interactive material as well as editing photography.

Gulfstream Aerospace Corporation; Savannah, GA – June 2012 - April 2015

Interactive Web Developer, October 2014 - April 2015

In this position I coordinated, designed and developed customer facing mobile applications. I supported digital brand development and mobile products for both Apple and Android platforms. As an interactive web developer I collaborated with print, multimedia and IT teams to develop innovative solutions for web projects. With the interactive marketing team and IT, I helped develop a mobile applications brand standards guide document to design all applications in accordance to the Gulfstream brand. An important aspect of being an interactive web developer is to continue to understand the newest technologies and platforms that will become product solutions for many digital projects.

Interactive Web Developer, Associate, March 2013 - September 2014

As an interactive web developer I planned, designed and published all Adobe Digital Publishing Suite mobile applications. I also developed Gulfstream's customer-facing magazine Nonstop into an iPad app. I also supported changes and additions to www.gulfstream.com and other digital requests that came to the department such as branding web portals, creating mobile wallpapers, amongst other web projects.

Interactive Marketing Intern, June 2012 - March 2013

As an interactive marketing intern I supported the re-design of the Gulfstream.com website, created digital marketing collateral and designed mobile applications. I developed wireframes and designed comprehensive layouts for the iPad app of Gulfstream's publication Nonstop. I worked closely with marketing communications and advertisers to execute the project. I also developed the G280 product specific iPad app with the use of Adobe Digital Publishing Suite. In addition to these major projects, I also worked on screen savers, digital flip-books and any other support for mobile devices. I utilized Gulfstream's brand standards as a guide to complete each design assignment.

Education

Carnegie Mellon University; Pittsburgh, PA

Transition Design; PhD Candidate and Teaching Fellow
Completed 1.5 years of Course Work, Research and Instruction

Savannah College of Art and Design; Savannah, GA

Graphic Design and Visual Experience; Master of Fine Arts Degree
Graduated 2018

Savannah College of Art and Design; Savannah, GA

Luxury and Fashion Management; Master of Arts Degree
Graduated 2012

Savannah College of Art and Design; Savannah, GA

Graphic Design; Master of Arts Degree

Graduated 2011

Universidad Rafael Belloso Chacin; Maracaibo, Venezuela

Graphic Design; Bachelor of Fine Arts Degree

Graduated 2009

Skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD, Acrobat)

Figma, Sketch, Balsamiq, InVision

JIRA, Slack, BitBucket, GIT, Visual Studio Code, HTML/CSS

Content Management Systems: Magento, Wordpress

Certifications

Foundations of Project Management

Coursera Issued: April 2021

Professional Awards

HONORABLE MENTION: THE WEBBY AWARDS

Gulfstream Aerospace, Nonstop by Gulfstream Mobile App

Mobile Sites and Apps in the Lifestyle

April 2015

BRONZE GALAXY AWARDS

Gulfstream Aerospace, Nonstop by Gulfstream Mobile App

Emerging Media

October 2014

SILVER ADDY AWARD

Gulfstream Aerospace, Nonstop by Gulfstream Mobile App

App Design

January 2014

SILVER DAVEY AWARDS

Gulfstream Aerospace, Nonstop by Gulfstream Mobile App

Lifestyle App

May 2013

19TH ANNUAL COMMUNICATOR AWARDS

Gulfstream Aerospace, Nonstop by Gulfstream Mobile App

Award of Distinction Mobile Category

April 2013

Academic Awards

PHD TEACHING FELLOWSHIP

Carnegie Mellon University

August 2018-December 2019

ACADEMIC HONORS GRADUATE SCHOLARSHIP

Savannah College of Art and Design

2017-2018

2016-2017

SCAD ACHIEVEMENT GRADUATE SCHOLARSHIP

Savannah College of Art and Design

2017-2018

2016-2017

Languages

Spanish - Fluent

English - Fluent