



RASHIDA ALI

UX/UI, GRAPHIC, & TEXTILE DESIGNER

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BACKGROUND

I am a UX/UI, Graphic, and Textile Designer From Pflugerville, Texas

UX Designer leveraging experience in graphic and textile design. Recognized for effectively and collectively utilizing technical skillset to meet objectives. Proven expertise developing practical, easy to use products. Provided conceptual, well thought out and researched studies that result in visually aesthetic products and serves a purpose for the end user and the brand.

EDUCATION

UX/UI Bootcamp Certificate 2020
University of Texas
Austin, Texas

BS in Textile & Graphic Design
Textile Institute of Pakistan
Karachi, Sindh

SKILLS

Adobe XD - Proficient
Figma - Proficient
InVision - Proficient
MIRO - Proficient
Photoshop - Proficient
Illustrator - Proficient
HTML/ CSS - Proficient
Bootstrap - Proficient

PROJECTS

Shop BIPOC

A website that provides a list of shops and services owned by BIPOC and minorities. Optimized revenue generation and serves as a platform for users to donate and engage in fundraising for disenfranchised communities.

Role: UX Research and UI Design

Tools: Figma, Adobe XD, InVision, Miro, Photoshop, Visual Studio Code, Github, Optimal Workshop, Trello

Redesign of US Department of Housing & Urban Development Website

Redesigned the information architecture and design guide of HUD.gov for the mobile and desktop website so users can find information about Section 8 Housing Program.

Role: UX Research and UI Design

Tools: Adobe XD, InVision, Photoshop, Figma, Miro

PROFESSIONAL EXPERIENCE

Textile Designer Contractor

12/2014 - 10/2019

Joan Davis Studios: San Francisco, CA

Remained relevant regarding the latest trends to design new patterns based on popularity and demand. Incorporated out-of-the-box thinking to create new designs for fashion and home textile projects. Worked independently and in a team environment to design new products. Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy. Recognized in "Tahoe Magazine" for designing the "Peace - Love - Joy" textile collection for Joan Davis.

Account Manager

04/2016 - 12/2017

Simple Floors: Austin, TX

Developed a highly profitable pipeline based on multiple sales penetration techniques. Directed production of all advertising materials, including preparing copy, evaluating proofs and enhancing layouts. Achieved a 100% success rate by identifying client needs, developing sales strategies and conducting negotiations. Expanded the client base 50% by conceiving and hosting promotional events.

Fashion Design Intern

08/2012 - 12/2012

Prima Jiva: Walnut Creek, CA

Sketched artistic and fresh designs for consideration. Worked with technical design and product management to provide accurate and complete design packages.

Textile Product Development Designer

10/2011 - 01/2012

Al Abid Silk Mills: Karachi, Sindh

Worked on a three-month project producing designs for the Heimtextil fair held in Jan 2012 at Frankfurt, Germany. Designed many decorative cushions and bed linens for exhibition.