ARI SIGGLIN

USER EXPERIENCE • USER INTERFACE • VISUAL

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TOOLS

Figma
Sketch
ChatGPT
Lucid Chart/Spark
InDesign
Illustrator
Photoshop
AfterEffects
Premiere
Jira
Confluence
Squarespace
Word
Powerpoint
Keynote
Excel
HTML/CSS

SKILLS

Interaction design
Wireframing
Prototyping
UX documentation
UX research
User testing
Collaboration
Communication
End-to-end design

EDUCATION

Seattle Central Creative Academy
Graphic Design and Illustration Program
2008-2010

The Evergreen State College
Visualizing Ecology Program
2006-07

LASHIFY BRAND PROTECTION ASSOCIATE
SEPTEMBER 2023 – PRESENT

Lashify is the world's first DIY Lash Extension system.

Provide visual design and UX support for the creative team. Collaborate with the Design Director and Director of Product Innovation on design tasks and translate creative briefs into assets for email, website, and social media. Collect user feedback and develop UX frameworks for new website features, specifically the revised Eye-Nalysis eye scanner. As it pertains to Brand Protection, protect company trademarks and intellectual property on social platforms. Maintain company IP website page, incorporating monthly updates from patent legal counsel. Identify and track IP infringers, providing evidential support to legal counsel.

TRANSACTION NETWORK SERVICES SR. UI/UX DESIGNER
OCTOBER 2018 – SEPTEMBER 2023

Cequint produces call protection mobile solutions to various carriers.

Worked on the Sprint Premium Caller ID and the Verizon Call Filter products. Created high and low fidelity concepts in Figma and Sketch. These included wireframes, prototypes, and animations, demonstrating ways to improve and modernize existing product features and develop new ones. Built concepts which incorporated user studies and qualitative research. Adapted and adhered to rigid client style guides, while exploring the use of simple motion to enhance visual impact and appeal. Conducted iterative reviews with Jr UX designer. Implemented thorough additions and modifications to development-facing interaction documents, requiring knowledge of backend functionality. Contributed creative assets to support TNSI company vision. Provided HTML and CSS support for development. Worked within Agile development timelines.

XEVO, INC. UI/UX DESIGNER, UI/UX DESIGNER II
DECEMBER 2015 – APRIL 2018

Xevo, Inc. (formerly UIEvolution) specializes in products and software for user experiences within the cruise and automotive spaces.

Contributed to the development of a multi-platform product for Carnival Cruise Line, encompassing pre-, during-, and post-guest experiences. Conducted research on similar products to identify strengths and weaknesses. Created wireframes, comps, and interaction guides for design and development teams. Collaborated closely with developers to ensure adherence to design specifications. Worked within Agile timelines.

ALASKA AIRLINES VISUAL DESIGNER
AUGUST 2014 – NOVEMBER 2015

Alaska Airlines is a Seattle-based airline, serving North American destinations.

Collaborated with UX designers, content creators, and stakeholders to develop website wireframes, prototypes, and designs for Alaska Airlines. Ensured compliance with Web Content Accessibility Guidelines 2.0. Worked with the Email Team to create visuals for promotions and social media campaigns. Conducted onsite airport photoshoots to produce original assets for use on the website and social media platforms.

UIEVOLUTION, INC. VISUAL DESIGNER
MAY 2012 – MAY 2014

UIEvolution, Inc. specialized in connected mobile, tablet, TV, and automotive solutions.

Collaborated with Disney, NPR, nVoq, Verizon, and Hotel 1000 clients. Created wireframes, comps, and assets for the My Disney Experience app. Attended daily client meetings, worked across teams, and ensured design aligned with Android and iOS standards. Additionally, designed marketing materials for corporate use across email, print, and trade shows. Worked predominantly in Agile.