

# OLIVIA SISINNI

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## GRAPHIC

Photoshop, Illustrator, InDesign,  
Sketch, XD, InVision, Figma, Flinto

## WEB

HTML, CSS, Wordpress, Squarespace,  
Shopify, WooCommerce, Webflow, Wix,  
Magento

## PROJECT MANAGEMENT

Wrike, JIRA, Asana, Airtable, Trello, Slack,  
Microsoft Sharepoint, Zoom

## MARKETING

Mailchimp, Google Analytics, Marketo

## EDUCATION

CUNY Baruch College  
AUGUST 2016, New York, NY

**Bachelor's Degree** in Business  
Management, with a specialization in  
*Management of Musical Enterprises*

## WORK EXPERIENCE

**New York Public Library (NYPL) / Sr. Product Designer**  
AUGUST 2022 - PRESENT, NEW YORK, NY

- Collaborate with team and stakeholders to create better user experiences for the library's patrons across the website and digital presence
- Sole designer on team spearheading the redesign of the library's main navigational pages—a project aimed at modernizing the feel of the site as well making a clearer, easier-to-navigate experience for the NYPL's 16 million patrons.
- Contribute to the development of NYPL's larger user experience through design and evolution of organization's visual and interactive patterns; working closely with the library's design system and team.

**Comcast / UX/UI Designer**  
DECEMBER 2021 - AUGUST 2022, PHILADELPHIA, PA

- Work with team to produce a proprietary CMS for video streaming content with cross-platform compatibility in mind
- Create an atomic design system and visual language for the product
- Translated lo-fi mockups into hi-fi templates, leveraging Figma's components feature to create a library to speed team's iterative process
- Audited current UI library for gaps in component offerings; prototyped and presented new proposed components to fit specific CMS project needs
- Worked with global design system team to train department on migrating files from Sketch to Figma

**Independence Blue Cross / UX Designer**  
APRIL 2021 - DECEMBER 2021, PHILADELPHIA, PA

- Designed the visual layout for Customer Service Desk product with the goal of enhancing user experience and expanding current functionality
- Closely collaborated with UX team, BAs, and project leadership to identify and define business requirements and craft tailored solutions to meet these goals
- Conducted user interviews and testing and translate research findings into interfaces that meet business requirements
- Created and presented Figma-made prototypes while owning the persona definition, process design, functional design, prototyping process and testing of the feature

**ReminderMedia / Web + Graphic Designer**  
JUNE 2018 - MARCH 2021, KING OF PRUSSIA, PA

- Maintained sites in WordPress, create beautiful, responsive landing pages that drive sales leads while applying best practices in web compliance and SEO
- Designed monthly issues of a digital magazine product to ~10k clients, with an end-focus on an easy-to-navigate, intuitive user experience
- Submitted mockups and prototypes of new products and site changes

## ADDITIONAL EXPERIENCE

**ThriveDX with University of Wisconsin / Adjunct UX/UI Instructor**  
MAY 2022 - PRESENT, REMOTE

- Teach principles of UX/UI design in module form to ~20 students
- Grade assignments, coach students to deliver UX work that is well researched and up to industry standards

**Freelance / Digital Designer**  
OCTOBER 2014 - PRESENT, REMOTE

- Work with local businesses to design and develop modern, responsive websites; Design print, digital, and packaging assets