

# MARISSA EPSTEIN

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## ABILITIES

- User experience design
- Content strategy
- Domain & content modeling
- Information architecture
- Usability testing
- User research & interviews
- Accessibility & WCAG
- Workshopping & facilitation
- Mapping & diagramming
- Website & app design
- Branding & direction
- Sketching
- Photography
- Animation
- Figma
- Screaming Frog
- Google Suite (Sheets expert)
- Adobe Creative Suite
- Microsoft Office
- HTML & CSS
- Drupal

## KEY CLIENTS

- State of Iowa
- Massachusetts Commonwealth
- State of Georgia
- Georgia Public Broadcasting
- NewsBank
- Harvard Library
- American Institute of Chemical Engineers (AIChE)
- SpaceX

## EXPERIENCE

### LULLABOT • Providence, RI (remote)

#### Senior User Experience Strategist • September 2020–March 2025

In this hybrid role within the Lullabot strategy team, combined content strategy and user experience skills to create usable websites for both end users and site authors. Modeled content and data dictionaries. Supported the full project cycle: planning, research, definition, testing, review, quality assurance, training, client support, presenting, workshopping, and fostering understanding.

#### Senior User Experience Designer • October 2016–September 2020

#### User Experience Designer • September 2014–October 2016

As part of the design team, led projects while educating clients and colleagues about UX processes. Gathered research, sketched and refined website architecture, and established UI and custom page designs. Collaborated openly with others, such as front-end and back-end developers, project managers, sales team.

### FIGMINTS DELICIOUS DESIGN • Pawtucket, RI

#### Art Director • October 2012–September 2014

Worked on a variety of projects, from branding and print design to UX/UI and website design. Completed designs from research and ideation, architecture and wire-framing, and ultimately to digital design executions and code. Art directed projects of other designers, and collaborated with the development team.

### MOJOTECH • Providence, RI

#### Visual Designer • November 2011–June 2012

Worked alongside the development team to create interactive designs, particularly web apps for start-ups. Created information architecture, wire-frames, page layouts, branding, user experiences and interfaces, as well as content for website and application designs.

## EDUCATION

### UNIVERSITY OF CINCINNATI • Cincinnati, OH

#### College of Design, Architecture, Art & Planning (DAAP) • 2006–2011

- Major: Graphic Design, Bachelor of Sciences
- Minor: Psychology
- GPA: 3.8/4.0 (Magna Cum Laude)
- Professional Practice Program: 18-month design co-op experience

### A. W. DREYFOOS, SCHOOL OF THE ARTS • West Palm Beach, FL • 2002–2006

- Major: Communication Arts
- Tracks: Graphic Design & Photography
- GPA: 3.8/4.0, HPA: 4.3/6.0

## CREDENTIALS & AWARDS

- Certified Professional in Accessibility Core Competencies (CPACC) — IAAP • 2020–Present
- Best State Website — Government Experience Awards: 1st place: Mass.gov, 2nd place: Iowa.gov • 2024
- Best in Class — Interactive Media Awards: GrooveHQ.com • 2012
- Speaker at 12+ UX, design, IA, and Drupal conferences • 2012–Present

