

# ALIYA WEER

## STUDENT & UX/UI DESIGNER

weerar@mail.uc.edu | aliyadsgn.com  
linkedin.com/in/aliyaweer | Cincinnati, OH

### EXPERIENCE

#### Seven Hills Technology | Cincinnati, Ohio

Software Development & Technology | UX/UI Designer

July 2023 - Present

Designing sketches, moodboards, brand materials, user-task flows, mock-ups, and clickable prototypes for a diverse range of clients. Conducting user experience research to inform design decisions and enhance usability. Collaborating closely with Software Developers to ensure seamless design implementation. Actively involved in every stage of the design process while maintaining clear and consistent communication with clients.

#### G3 Sports Marketing | Cincinnati, Ohio

Sports Marketing Agency | Graphic Designer

May - August 2022

Collaborated with the Lead Designer and cross-functional Marketing teams to enhance the visual identity of the company and Procamps. Designed marketing materials for athletes and brands across professional sports and entertainment, including print, digital content, logos, apparel, and signage for events and promotions.

#### Guiding Light Mentoring | Cincinnati, Ohio

Non-Profit Organization | Social Media and Campaign Manager

August - December 2021

Managed and oversaw social media content, creating visually engaging multimedia assets while staying up to date with design trends. Developed and implemented social strategies and marketing campaign plans, ensuring platforms were consistently updated with relevant content.

#### ZONE CO. | Cincinnati, Ohio

Law & Planning Firm | Graphic Designer

August - December 2021

Designed client presentations, graphics, social media post templates; brochures, promotional posters; photography. Worked closely with a team of interdisciplinary professionals to deliver visually compelling material to clients and successfully communicate zoning code services.

#### The E.W. Scripps Company | Cincinnati, Ohio

Virtual Innovation Studio | Graphic Design Consultant

March - April 2021

Worked with a team of nine multi-disciplinary students during a five-week sprint to research and gather insights through virtual interviews on how employees across the nation were navigating the impact of COVID-19. Designed infographics to present findings to the E.W. Scripps company.

### EDUCATION

#### University of Cincinnati | Cincinnati, Ohio

College of Design, Architecture, Art, and Planning | Class of 2026

August 2020 - Present

Communication Design | 3.0 GPA | Dean's List Honor

*Participating in the Professional Practice Program, alternating semesters of classroom study with work in the field of design.*

### INVOLVEMENT & AWARDS

#### Dean's List Honor

August 2020 - Present

#### PGA Merchandise Show Winner

January 2024

Contributed to the design and development of Cap Patrol's mobile app, which earned recognition as one of the 'Top Five Products' out of approximately 1,000 at the annual PGA Show. The app was also featured in Golf Digest, the world's most widely read golf publication.

#### The CODE Collective

June - December 2021

Content Curator

### SKILLS

#### PROFESSIONAL

- Interface Design
- User Experience Research
- Design Leadership
- Wireframing
- Information Architecture
- Sketching and Drawing
- Branding
- Social Media Content Curation
- Photography

#### TECHNICAL

- Adobe Creative Cloud Suite
- Figma
- Microsoft Office Suite
- Google Programs
- Photography
- Virtual Whiteboard Programs, Miro