

# Alula Medhen | UX · UI · DESIGN

◆ NJ ◆ NYC ◆ Remote ◆ ☎ (551) 358-4002 ✉ alula@sharplines.net 📁 [portfolio](#)

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## EDUCATION

**Mason Gross School of the Arts, Rutgers University** | BFA in Visual Arts : Graphic Design and Photography

## EXPERIENCE

**STUDIO PRODUCER/DESIGNER : ROCHAMBEAU!** Brooklyn, NY | 11/2021-present

- Managed logistics, time-lines, and resourcing for on and off-site activations of *Rochambeau!* art installations.
- Developed vendor relationships across the country for *Rochambeau!* fabrications.
- Designed materials for client outreach.

**UX/UI DESIGNER : CRESTRON ELECTRONICS, INC.** Northvale, NJ | 3/2014-7/2020

- Worked on concurrent projects, often juggling deliverables for different company products such as *Crestron PYNG* ® and *myCrestron* ®, as well as company clientele such as *Apple Inc* and *Bank of America*.
- Created responsive User-centered designs for a range of residential and commercial applications, for which I:
  - **PLANNED** | Reviewed specific project briefs with stake-holders to determine scope of work and define milestones and time-tables for deliverables.
  - **COLLABORATED** | Brainstormed with developers and other designers on balancing how best to build an experience that meets stated goals while staying within stated scope.
  - **DESIGNED** | Created wireframes and prototypes of Low/Med/High Fidelity solutions through iterative design cycles, organized reviews with relevant parties.
  - **SUPPORTED** | Created and furnished design resources for developer handoff and quality testing.
- Managed long and short-term responsibilities for *Crestron* products in an Agile environment across various task-management and bug tracking platforms.

**UI DESIGNER : CRESTRON ELECTRONICS, INC.** Northvale NJ | 6/2007-3/2014

- Designed User Interfaces for *Crestron* products ranging in function from button-controlled LCD panels to full color capacitive touch screens.
- Created bespoke UI resources from icons and background graphics to whole glyph sets for use in *Crestron* products.
- Maintained UI projects for *Crestron* clientele.
- Created and maintained themes and Graphical Templates of varied resolution and interaction model, such as IOS/Android mobile devices, Full color tabletop touch screens, and remote controlled On Screen Display, for use with *Crestron* products.

**GRAPHIC DESIGNER/PHOTOGRAPHER : THE BLUR GALLERY/81 DOLLAR PRODUCTIONS** Paramus, NJ | 7/2005-10/2009

- Photographed events and designed projects for clients.
- Created package presentation, branding and identity for clients.

## SKILL SET

**UX** | User Advocate, adept at working with multiple parties, from concept to completion, to achieve the best user experience for a given goal/project/product.

Skilled in the creation of : User Flows ; Low/Medium/High-Fidelity wire-frames ; Design Specs.

Proficient in designing responsive projects/applications capable of interacting across different platforms/device types (Android, IOS, desktop etc).

**Imaging** | Graphic Artist, trained in the use of classical mediums and visual design software. Full mastery of *Adobe Photoshop, Illustrator, XD, and InDesign*, with a firm grasp of the further *Adobe Creative Suite*.

Knowledgeable in *Figma*, and familiar with *Axure RP*.

Extensive study in Typography, Letter Design, and font creation processes.

Professionally experienced with cameras (film, digital and video), lighting, and positive/negative scanners.