



ARIELLE SCHUSSLER

UX Designer, Storyteller, and Advocate

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experience

HUMAN EXPERIENCE AMBASSADOR

Maximus Real Estate Partners // Oct. 2020 - current

- Mapped resident and employee experience journeys.
- Created branded graphics, copy, and presentation materials for a variety of internal and external audiences.
- Conducted interviews, led brainstorming sessions, and developed insights through analysis of gathered data, resulting in the development of strategies for employee experience.

PROJECT ASSOCIATE

Maximus Real Estate Partners // Jan. 2018 - Oct. 2020

- Produced audience-specific content (e.g., presentations, newsletters, websites) for a variety of internal and external stakeholders.
- Led the research, development, community outreach, and selection of a Public Art piece that resulted in the city entitlement of a new housing project.
- Coordinated outreach and established connections with community and city leaders.

GRAPHIC DESIGNER

Freelance // 2014 - current

- Designed and created logos, invitation suites, and marketing materials for events.
- Iterated and edited materials through rounds of client review.
- Developed curated marketing strategies for clients.

SOCIAL MEDIA MARKETER

MerusCase // Oct. 2017 - Jan. 2018

- Defined user personas and crafted content framework based on analysis generated from research and customer support interviews.
- Developed marketing materials such as presentation decks, ads, and landing pages for target users and their pain points.
- Led the strategy, planning, execution, and ongoing optimization of MerusCase's social media channels, resulting in 100% growth in social engagement, month over month.

EDITOR IN CHIEF

MARY: A Journal of New Writing // July 2016 - July 2017

- Designed each issue's website.
- Managed editorial staff, submission reviews, and contributor relations.
- Expanded and evolved the journal's offerings, resulting in first print publication of the journal and contributor release party in the journal's history.

education

GOOGLE

UX Design Program // May - July 2021

Completed a seven module program covering UX design fundamental, including: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD.

SAINT MARY'S COLLEGE OF CALIFORNIA

MFA in Creative Writing // Aug. 2014 - May 2017

Honors: One of three students selected that year for a dual-focus MFA (fiction and non-fiction) and submitted two theses.

UNIVERSITY OF CALIFORNIA, BERKELEY

BA in Philosophy // Aug. 2011 - May 2013

Focus on Logic, Ethics, and Epistemology.

ACADEMY OF ART UNIVERSITY

Fine Art // Fall 2008

Focus on Color, Form, and Composition.

skills

APPLICATIONS

- MS Office Suite
- Adobe XD
- Adobe Photoshop
- Procreate
- Wordpress
- SquareSpace
- Figma
- Wix
- Mac OS

DESIGN

- Journey Mapping
- Graphic Design
- Usability Testing
- Storyboarding
- UX Writing
- UX Research
- Copywriting
- Copyediting
- Drawing
- Visual Design
- Wireframing
- Prototyping

achievements & publications

WINNER

Hunger Mountain's 2019 Nonfiction Contest; Stories on Stage Davis—Under the Gum Tree's 2020 Northern California Writers Contest

FINALIST

Ruminate's 2020 VanderMey Nonfiction Contest; The Chattahoochee Review's 2020 Lamar York Prize; The New Ohio Review's 2020 Nonfiction Contest