

# Jill Mazzola

Hi! I'm an aspiring UX designer with seven years' experience in fashion design and ecommerce, including extensive experience in marketing and sales within retail, wholesale, and consumer goods industries.

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## Education

**CareerFoundry** UX Design Certification, August 2020

Intensive project-based training program with a focus on research, UX design, and frontend development

### Project 1: Challenge Accepted

- Designed a mobile application that allows users to play a scavenger hunt
- Identified a problem statement, did competitive analyses, and wrote business requirements & user stories
- Constructed user personas, illustrated user flows & journey maps, and built a mobile-first design plan
- Worked in iterations: Built a sitemap, low- and high-fidelity prototypes, and eventually interactive prototypes
- Wrote a usability test plan and script, conducted interviews & A/B tests, and made plans for future design efforts
- Applied Gestalt Principles, built a style guide & pattern library, conducted peer review for the final prototype
- Filmed and published a video presentation of the prototype

Outcome of project: A functioning prototype that demonstrates my grasp of user-centered design, generative & evaluative research, information architecture, iterative prototyping, and design presentation.

Tools and Technologies used: Adobe XD, Adobe Illustrator, Optimal Workshop, Usability Hub

### Project 2: Portfolio Site Design

- Designed a writing portfolio website for me and my writing partner.
- Employed HTML, CSS, and JavaScript to build the site
- Conducted user and accessibility testing to improve usability

Outcome of project: A fully functional portfolio website (see it at [jillmazzola.github.io/jessica-jill/](http://jillmazzola.github.io/jessica-jill/))

Tools and Technologies used: Adobe Illustrator, Adobe Photoshop, Adobe XD, Atom

**Parsons The New School for Design** BFA Fashion Design, May 2014

Chase Scholars Program; Dean's List, Saks Fifth Avenue, and BFA Scholarships

**Nominee, Portfolio of the Year, Parsons the New School for Design, 2014**

## Experience

**Bombfell, Inc., New York, NY**

### Merchandising Coordinator

- Assess clothing styles for fit and quality
- Manage the internal and client-facing item web pages using proprietary software
- Authorize, place, and track purchase orders using Microsoft Excel and G Suite
- Maintain vendor communication to acquire (and edit!) item images and resolve issues
- Manage our internal Instagram to keep the styling team informed of inventory updates
- Conduct trend research and evaluation
- Highlight: Recently cut costs by identifying unnecessary spending on sample POs
- Highlight: Trained and mentored a subordinate employee for the first time!

Nov 2015 – Present

Mar 2018 – Present

### Assistant, Special Projects

- Conducted extensive customer research via comparison shopping, ethnographic field interviews, and data analysis
- Worked on a cross-functional team to develop two private label clothing lines perfectly suited for the Bombfell user
- Worked with vendor partners to direct and approve final designs for private label lines
- Managed inventory and imagery for Bombfell's collaboration with JC Penney
- Highlight: Streamlined team processes to improve efficiency

May 2017 – Mar 2018

### Men's Stylist

- Styled personalized packages for customers based on user profiles, purchase history, sales data, and feedback using proprietary software
- Worked with the customer experience team to resolve issues

Nov 2015 – May 2017

**Condé Nast Media Group, New York, NY**

### Associate Manager of Marketing

- Conceived and managed various creative digital campaigns from initial request and written proposal through execution using Apple Keynote
- Created digital files and renderings for on-location events using Adobe Illustrator and Photoshop
- Processed invoices and facilitated blogger activations
- Mitigated issues with clients, agency partners, and vendors
- Planned and prepared for several multi-day events across the country

Jan 2015 – Sept 2015

**Cygnnet Studio, Inc., New York, NY**

### Studio Assistant

- Prepared fabric and materials for construction: patterning, cutting, hand stitching, and custom treatment
- Maintained stock and specialty fabric and reference garments

Jan 2014 – Dec 2014

**Eric Winterling, Inc., New York, NY**

### Studio Assistant

- Applied couture hand treatment for garments: beading, applique, hot-fit application, etc.
- Maintained stock and specialty fabric, reference garments, and patterns

Jan 2014 – Aug 2014

**CAP, LLC, Ramsey, NJ**

### Media Lead

- Designed all branding materials including logo using Adobe Illustrator
- Designed and produced all print and digital advertisements, posters, flyers, competition pieces
- Content production for business partners: in-store signage and print advertisements

Aug 2012 – Aug 2015

**Ford + Condé Nast Parsons Design Lab, New York, NY**

### Design Fellow

- Along with 4 other fellows, produced a fashion collection in celebration of the 50th anniversary of the Ford Mustang
- Focused on materials and fabric experimentation
- Lead team organization and communication with stakeholders

Jun 2014 – Sept 2014

**Royal Society of the Arts**

### Winner, US Student Design Award, Textiles

- Independent Project: explored a textile printing system that extends a fabric's use phase

April 2013

## Freelance Digital Projects

**Paul J. Mazzola, Inc., Hackensack, NJ**

- Design all branding materials including logo (for use on business cards, invoices, and website) using Adobe Illustrator
- Select fabrics for special projects
- Highlight: Recently launched throw pillow program using Shopify

Ongoing

**Custom Boozy Creations, Staten Island, NY**

- Designed all branding materials including logo (for use on business cards and social media) using Adobe Illustrator

Jun 2020

**Handmade with Love, Central Valley, NY**

- Designed all branding materials including logo and tags (for use on business cards, product labels, and print signage) using Adobe Illustrator

Sep 2014 – Jun 2016

**KinderClimbers, Chester, NY**

- Designed all branding materials including logo (for use on business cards, video content, and website) using Adobe Illustrator

Feb 2014

## Expertise

### UX | Product Skills

- Competitive Analysis
- Business Canvas Design
- Product Development
- User-Flow Mapping
- User Personas, Mental Models
- Product Requirements
- Qualitative & Quantitative Research
- User Research
- Heuristic Evaluation
- Prototyping Across Fidelities
- Interviews & Surveys
- User Centered Design
- Content & Design Strategy
- Information Architecture
- Basic HTML, CSS, and JavaScript

### Fashion Skills

- Fashion Design & Construction
- Apparel Pattern Development
- Garment Fitting
- Illustration
- Private Label Development
- Merchandising
- Inventory Management
- Couture Handwork
- Fabrication: Weaving, Felting, & Knitting
- Millinery
- Flats & Specs

### Programs

- Adobe Illustrator, Photoshop, XD, InDesign, Bridge, Character Animator, Premiere Rush
- Marvelapp
- UserTesting
- UsabilityHub
- Optimal Workshop
- Pointcarre
- Keynote
- Microsoft Office
- Google Suite
- GitHub