

Ali Wiest Carberry

Product Designer

Connect

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Experience

Head of Product Design

Moven | September 2016 – July 2022

- Responsible for leading the creation, design, and testing of new and existing financial wellness features to help bank users “Spend, Save and Live Better”
- Developed a new onboarding and bank account creation flow for Moven’s D2C bank that was not only user-friendly, but met all of the FIS requirements
- Helped shape new delivery methods for our B2B products while redesigning the app
- Traveled to meet with bank partners worldwide to conduct user research and testing and provide them with the best possible localized white-labeled solution
- Managed a team comprised of a designer as well as a contractor that I brought on to help with data visualization projects
- Led user testing events, workshops and guided online sessions
- Created extensive prototypes to aid in presentations during Finovate

UI/UX Designer & Front-end Developer

Jarvus Innovations | August 2012 – September 2016

- As the UI/UX Designer at Jarvus I was the go-to person for anything design related. From the typical project of wireframing and interface design with a style guide to office design, marketing pieces and managing relations between clients and contractors.
- Worked with frameworks built internally to develop responsive websites styled with SASS
- Key Projects: Philly Tech Week, Slate.is, Kudzoo, Campbell’s, Dream Accounts

Freelance Web Designer & Front-end Developer

Alexandra Wiest Designs | August 2013 – Present

- Consultant for assessing project design and development needs
- Design graphics and execute by coordinating print materials or developing Wordpress websites

Graphic Design Intern & Contractor

Devnuts | April 2011 – July 2012

- Designed websites and created new branding for internal companies
- Practiced my front-end developer skills on smaller scale projects

Education

BS in Graphic Design

Drexel University

Graduated Magna Cum Laude

Study Abroad

University of New Orleans

Prague, Czech Republic

Tools

Sketch + Figma

Photoshop + Illustrator + Indesign

Axure

Invision

Zeplin

HTML5 + CSS3 + SASS + Wordpress

Specialties

Interaction Design

User Interface Design

Visual Design

Information Architecture

Art Direction

Skills

Wireframing

Low & High Fidelity Prototyping

Prototyping

UserTesting

Personas

Scenarios

User Journey

Site Maps