



# ALEMA FITISEMANU | USER EXPERIENCE DESIGNER

afitisem@alumni.stanford.edu | 602.412.7010 | [linkedin.com/in/alema-fitisemanu-iii/](https://linkedin.com/in/alema-fitisemanu-iii/) | Portfolio: [www.alemaux.com](http://www.alemaux.com)

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## USER EXPERIENCE DESIGNER & TEAM LEADER

*Entrepreneurial, multi-industry designer with design experience in both startup and corporate spaces.  
Cross-channel communications manager and team leader.*

- **Entrepreneurial Designer:** Founded and led UX design for 2.5 years at spring.art and its 2 predecessors: Passage Arts and Fleur, which increased user engagement on our platforms, as well as investor buy-in.
- **Multi-industry Designer:** Delivered high-fidelity designs in multiple industries including art, construction, sports, law, music, and telecommunications to improve user experience and greater facilitate industry tech transitions.
- **Cross-channel Communications Manager:** Managed design standards and communications across multiple channels including social media (Instagram, Twitter, Facebook and LinkedIn), event planning, email marketing, and print materials to ensure timely and organized cross-channel communication and engagement with our audiences.
- **Team Leader:** Led a multicultural team of 134 missionaries across multiple islands of Fiji and Tuvalu, at the age of 21, to their highest performance records in 3 years. Taught leadership trainings to missionaries across all zones of the Fiji area to increase effective teaching and time management skills.

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## DESIGN EXPERIENCE

**spring.art** | San Diego, CA  
Founder & Lead UX Designer

September 2020 - March 2023

- Led all UX design, rebranding and visual design items (200+) for our mobile and web apps in Figma
- Created flow charts, wireframes and prototypes to foster more fun and inviting experiences for art newcomers
- Translated user feedback to prioritize essential features for our MVP and to expedite our development process
- Managed social media, event planning, email marketing, and print materials for organized audience engagement

**BuildOps** | Santa Monica, CA  
UX Design and Product Management Intern

June 2020 - October 2020

- Developed hi-fi UX designs and task flows for 7 customer-facing features to increase usability for office dispatchers
- Strategized with development teams to deliver clearer and more actionable product requirements on a daily basis

**Paravane Ventures** | Seattle, WA  
Product Studio Designer

May 2020 - July 2020

- Selected to be one of 10 product designers, out of 4,300+ applicants, for Paravane's Product Design Studio program
- Competed with fellow designers in new design challenges hosted bi-weekly to refine my product design skills

**Gameready** | Stanford, CA  
Lead User Experience Designer

January 2020 - March 2020

- Delivered hi-fi mobile designs and strategy for Stanford Athletics to increase student attendance at sporting events
- Collaborated with administration and students to create a more enticing ticketing experience for 15,000+ students

**Muse** | Stanford, CA  
Lead User Experience Designer

January 2020 - March 2020

- Muse won "Best Overall Project" award for Stanford's 2020 HCI design cohort, presented at CS194H dt+UX2 2020
- Led team of 4 in developing UI/UX strategy through rapid iteration and usability testing
- Developed high fidelity mobile iOS screens in Figma to create time-efficient workflows for team's developers



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**Hong Law Practice** | Honolulu, HI June 2019 - August 2019  
User Experience Design Extern

- Designed a law web application dashboard and login screen to support firm managers and individual contributors
- Created 12 new data visualizations to increase lawyer negotiating power and management insight at annual reviews

**Nokia** | Sunnyvale, CA June 2018 - August 2018  
Human Factors Engineering Intern

- Evaluated Nokia's current tools with an 8-point design framework to find areas for usability improvements
  - Utilized gaming research from 5 consoles to propose UI improvements that relieve cognitive load for operators
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## LEADERSHIP EXPERIENCE

**The Church of Jesus Christ of Latter-day Saints** | Suva, Fiji July 2015 - July 2017  
Assistant to the President

- Managed a multicultural organization of 134 missionaries, at age 20, across the 2 nations of Fiji and Tuvalu
  - Led Fiji and Tuvalu to hit highest performance records ever in 3 years through leadership trainings and example
  - Learned to speak both Fijian and Fiji-Hindi languages to teach people daily and to mentor new missionaries
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## DESIGN SKILLS & TOOLS

**Design Skills:** User experience design, user interface design, product design, visual design, style guide creation, design system creation, typography, branding & logo design, game design, user research, user interviews, wireframing & prototyping

**Soft Skills:** High attention to detail and organization, growth mindset, self-starter, team player, quick adapter, active listener

**Design Tools:** Figma, Wix.com, WordPress, Miro, Lucidchart, Anima, Adobe CC, Photoshop, Lightroom, Procreate

**Project Management Tools:** Asana, ClickUp, Airtable, Monday.com, Atlassian Suite, Jira, Confluence, Google Suite

**Communication Tools:** Slack, Hubspot, Discord, Gmail, Google Meet, Zoom

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## EDUCATION

 **Stanford University** | Stanford, CA September 2017 - June 2021  
Bachelor of Science: Science, Technology and Society, Minor: Art Practice

- Core focus was human-computer interaction and digital user experience design | 3.5 GPA

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## COMMUNITY & VOLUNTEER WORK

**Stanford Hui O Nā Moku** (Pacific Islander Student Coalition) | Stanford, CA September 2017 - June 2019

- Led regular community-building activities for Stanford's Pacific Islander students, and larger Bay Area PI community

**Stanford@SEA** | Tahiti, Cook Islands, Tonga, Samoa April 2019 - June 2019

- Sailed 2,300 miles from Tahiti to Samoa. Conducted oceanographic research and led Tonga high school engagements

**Manuia Foundation** | Provo, UT March 2020 - Present

- Advised Pacific Islander high school students on the college application process. Ran annual student recognition gala