

# ALI WORTHINGTON

aliworthington.com

aliworthingtondesign@gmail.com

609-560-0993

## SKILLS

- User experience, user interface, research, design systems, content strategy, interaction design, service design, understanding of coding languages and APIs
- Past experience in graphic design, marketing, photography, videography, and wayfinding
- Excellent oral and written communication (English)

## TOOLS

Figma, Sketch, Adobe XD, Invision, Abstract, Miro, Mural, Airtable, Jira, Rally, Github, Confluence, Slack, Teams, Adobe Suite, Google Suite, Microsoft Suite

## VOLUNTEER

- DEI committee, Think Company, 2021
- Sustainability committee, KieranTimberlake, 2019
- Global Shapers Philadelphia, World Economic Forum, 2018-2022 (2020-2021 lead)
- Spark Mentoring, 2015-2019 (2019 lead)
- AIGA Philadelphia, 2013-2020
- AIA National Convention
- 2016 SMPS Philadelphia, 2013-2015

## AWARDS

- Spark Mentoring, Mentor of the Year, 2019
- AEC Tech Hackathon, Holy Frit!, 2018
- Fast Company, Roast, finalist, 2018
- REBNY Hackathon, Roast, 2018
- (3) SMPS Marketing Communication Awards, 2014, 2015, 2015
- PBS documentary, title animation, 2012
- New Brunswick Community Food Alliance, logo, 2012

## EDUCATION

Rutgers | Mason Gross School of the Arts | 2009-2013

BFA Graphic Design + Art History minor  
Cum Laude

NYCDA UX/UI Certificate | 2019

Continuing education

Ali Worthington is a talented designer with extensive experience in complex applications; a leader who prioritizes people; and a strategic thinker untangling the fun problems. She's meticulously organized, asks too many questions, and takes initiative earlier than expected. Ali enjoys a balance of yoga, ice cream, and sarcasm.

## EXPERIENCE

Merck & Co. | Design Lead | 2022-2023

with Think Company

- Product team lead for designers, content, and research, alongside Product Owner supporting work for two dev teams
- Maintained and improved custom headless design system for 75 brands
- Replatform and redesign for 75 sites to new design system and WPVIP
- Strategic initiatives, longterm planning, sprint planning, team support

Recovery Centers of America; Janssen; Deciphera | Senior UX Designer | 2022

with Think Company

- Lead designer creating flows, wires, concepts, and hi-fi screens for both consumer and internal applications
- Led or supported quant and qual research efforts which informed designs
- Worked with SF Lightning and custom design systems
- 90-min presentations to stakeholders

Comcast Frontline | Senior UX Designer | 2020-2021

with Think Company

- Designer leading track of work for internal customer service application with complex data and APIs for feature work
- Became first designer on replatforming project to combine customer service app with 6 other internal applications
- Worked closely with stakeholders and devs for end to end process
- Led and supported research and strategy efforts

Comcast Business | UX Designer | 2019

with Think Company

- Designer supporting track of work for consumer-facing support site
- Complex mapping tool for service outages

KieranTimberlake | Designer | 2015-2019

- Product designer for environmental application on small cross-disciplinary team with content, dev, research, and architects
- Marketing and communications efforts to support business development including web, print, photo, video
- Signage, wayfinding, and service design in support of architects

Keast & Hood | Design and marketing lead | 2013-2015

- Branding, style guide, website redesign, business development, proposal creation, ops improvements