



Alyssa Varsanyi

UX/UI Designer

A multidisciplinary curiosity-driven UX/UI Designer with 6+ years of experience creating accessible, human-centered digital products for healthcare, education, and other mission-driven sectors

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Professional Experience

Oomph, Inc., Providence, RI (Remote)
UX/UI Designer, June 2023–Sept 2025
Associate UI Designer, Nov 2021–June 2023

Drove end-to-end design for responsive, accessible web products in complex, multi-stakeholder environments. Collaborated with strategists, developers, and project managers in Agile and hybrid workflows to transform analytics, user research, and usability testing into intuitive information architecture and polished visual design. Championed WCAG/ADA compliance and balanced user needs with business objectives

- **UX Strategy & Research:** Drove and built usability-testing frameworks, led user interviews and analytics reviews, and synthesized findings into iterative and long term data-driven design recommendations that shaped product roadmap and measurable UX improvements
- **Design Execution:** Produced wireframes and high-fidelity prototypes in Figma that enhanced usability and engagement. Developed new brand identities when none existed and upheld established brand guidelines when they did with clear design documentation for easy hand-off
- **Cross-Functional Collaboration:** Facilitated client workshops and design reviews, presenting concepts and iterating with stakeholders to achieve cohesive, on-time solutions
- **Additional Contributions:** Advanced business development and marketing initiatives by shaping winning RFP proposals, creating visually compelling pitch materials, and producing [thought-leadership content](#) for the company blog

MJH Life Sciences, Cranbury, NJ (Hybrid)
Senior Graphic Designer, Dec 2020–Nov 2021
Graphic Designer, July 2019–Dec 2020

Created and executed digital campaigns and e-learning web publications for pharmaceutical clients, designing responsive ads and assets for websites, email marketing, and social media. Coordinated with multiple Medical Legal Review (MLR) teams to ensure all materials met regulatory requirements. Managed a variety of creative briefs (including online publications, white papers, and conference signage) to support integrated marketing efforts

- Maintained brand consistency across digital and print channels while meeting tight review and approval timelines
- Collaborated with cross-functional teams to deliver complex projects

Education

M.P.S. in UX Design, Aug 2022, GPA: 4.0
Maryland Institute College of Art – Remote
B.F.A. in Graphic Design, 2018, Cum Laude
The College of Saint Rose – Albany, NY

Research & Design Skills

End-to-end UX/UI design from discovery through delivery, including UX strategy, user research, stakeholder workshops, analytic and accessibility reviews, cohort analysis, journey mapping, wireframing, prototyping, usability testing, and information architecture. Skilled in visual communication and concept development across branding and identity, responsive web and app design, interactive/motion graphics, information design, digital marketing campaigns, and content strategy, with experience in project management

Technical Skills

- **Design & Prototyping:** Figma Suite (including Figma, Figjam, Make and Site); Adobe Creative Cloud (AdobeXD, Illustrator, Photoshop, InDesign, After Effects, Acrobat **Including accessibility PDF remediation*)
- **UX Research & Analytics:** Miro; UserTesting, UserInterviews, Optimal Workshop, ScreamingFrog, Contentsquare (certified 2023); Familiar with: Google Analytics, Basic HTML & CSS
- **AI & Emerging Tools:** ChatGPT, NotebookLM, InfraNodus, Grammarly, Lovable
- **Collaboration & Project Management:** Slack, Microsoft Teams; Loom; Jira, Trello, Basecamp, ClickUp, Freedcamp, Adobe Workfront; Google Workspace, Microsoft Office 365; Notion

Awards, Certifications, & Memberships

Graphic Design USA (GDUSA)

[Person to Watch](#) (2024), Health + Wellness Design Award (2024), American Digital Design Award (2024, 2023), American Graphic Design Award (2022, 2017)

National & Industry Honors

- Gold, DANDA Award (Design and Aesthetics), Web-Based Health (2024)
- Silver, Digital Health Award, Web-Based Digital Health Microsite (2024, 2023)
- Silver, Davey Award, Education, General
- Non-profit, Website Redesign (2023)
- Winner, Capital Region MARCOM Awards, Printed Publication (2023)

Certifications & Professional Memberships

- Member, Queer Design Club (2021–present)
- Intro to Web Accessibility, W3Cx, (2025)
- AIGA Upstate NY Chapter (2018–2021)