ARIELLE SCHUSSLER
UX Designer, Storyteller, and User Advocate

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Experience

DIRECTOR OF UX DESIGN
Cadent (Formerly AdTheorent) // *Expected Q1 2025*

ASSOCIATE DIRECTOR OF PRODUCT DESIGN
AdTheorent // July 2024 - Current

- Directing team of designers in a UI/UX unification effort across a suite of three integrated but separate applications.
- Formulating UX strategy with internal and external stakeholders including executive team, tech, marketing, branding, and sales.
- Leading design standards, prioritization, and management.

SENIOR PRODUCT DESIGNER
AdTheorent // Jan. 2023 - July 2024

- Generated and led complete UI/UX redesign in coordination with the Co-Founder, CTO, and Directors of Product.
- Developed key requirements for the redesign such as informational architecture and a comprehensive Design System optimized for Developer implementation.
- Established design ops processes to ensure greater design fidelity in Development and QA.

PRODUCT DESIGNER
AdTheorent // Nov. 2021 - Jan. 2023

- Built and led AdTheorent's first in-house UX/Product Design team.
- Championed the generation and establishment of AdTheorent's software brand design guidelines and design library.
- Spearheaded the platform-wide redesign of AdTheorent's legacy UI/UX.

HUMAN EXPERIENCE AMBASSADOR
Maximus Real Estate Partners // Oct. 2020 - Jan. 2022

- Launched a cross-platform experience that amplified social media engagement by 83%.
- Devised strategies for bettering employee and resident experience through interviews, brainstorming sessions, and data analysis.
- Created branded graphics, copy, and presentation materials for internal and external audiences.

PROJECT ASSOCIATE
Maximus Real Estate Partners // Jan. 2018 - Oct. 2020

- Led the research, development, community outreach, and selection of a Public Art piece that resulted in the city entitlement of a new housing project.
- Produced audience-specific content (e.g., presentations, newsletters, websites) for internal and external stakeholders.
- Coordinated outreach and established connections with community and city leaders.

Intro

I believe that great design is accessible, intuitive, and starts with understanding the user's needs. By having empathy and care for your user, your product, and your team, you cultivate connection. And that connection, in turn, cultivates great experiences.

Skills

APPLICATIONS

- Figma • Adobe XD • JIRA • Confluence
- Procreate • Adobe Photoshop • Wordpress
- SquareSpace • Figma • Wix • Mac OS
- MS Office Suite

DESIGN

- Design Management • UX Strategy
- Design Ops • Design Library • Design QA
- UX Writing • UX Research • Wire-framing
- Prototyping • Journey Mapping • Copywriting
- Copyediting • Graphic Design • Visual Design
- Usability Testing • Storyboarding • Drawing

Education

SAINT MARY'S COLLEGE OF CALIFORNIA
MFA in Creative Writing // Aug. 2014 - May 2017

UNIVERSITY OF CALIFORNIA, BERKELEY
BA in Philosophy // Aug. 2011 - May 2013

ACADEMY OF ART UNIVERSITY
Fine Art // Fall 2008

Publications & Awards

WINNER

- Hunger Mountain's 2019 Nonfiction Contest
- Stories on Stage Davis—Under the Gum Tree's 2020 Northern California Writers Contest

FINALIST

- Ruminate's 2020 VanderMey Nonfiction Contest
- The Chattahoochee Review's 2020 Lamar York Prize
- The New Ohio Review's 2020