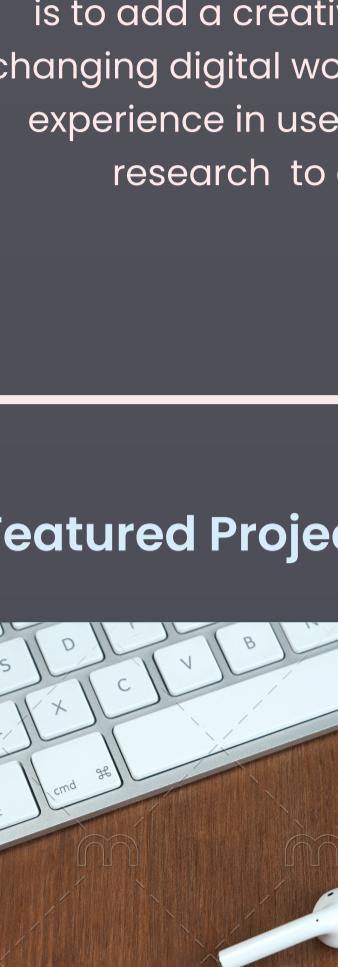


AD

Alexandria DALEY

Empathetic Creative Innovative

Hi! I'm Alexandria! I am a UX Designer whose goal is to add a creative, human touch to the ever changing digital world. With my hybrid skillset and experience in user centered thinking and user research to create intuitive designs.

[Read More](#)

Featured Projects:

MusicalShares App

MOBILE APP **UX RESEARCH & DESIGN**

Designing a mobile platform that creates a social experience for users to share, listen and discover new music while connecting with friends.

[Read Case Study →](#)

United States Department of Agriculture (USDA) Redesign

GOVERNMENT DESIGN **HIGH-FIDELITY DESIGN**

Redesigning the United States Department of Agriculture (USDA) to improve the government agency brand and create a more meaningful experience for users.

[Read Case Study →](#)

The Frederick Center Non Profit Redesign

CLICKABLE MOBILE & WEB REDESIGN **NON PROFIT**

An all-new responsive web and mobile redesign of The Frederick Center a local non profit that helps members and allies of the LGBTQ+ community in Frederick, MD find resources and support.

[Read Case Study →](#)

Want to Get in Touch?
Drop a line!

FIRST NAME •

LAST NAME •

EMAIL •

PHONE NUMBER

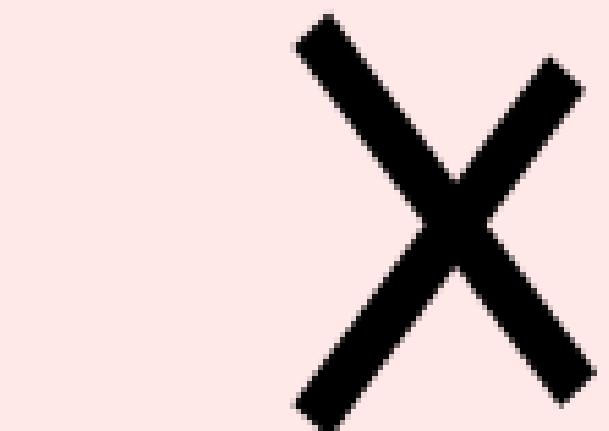
MESSAGE

S U B M I T

Let's Connect!

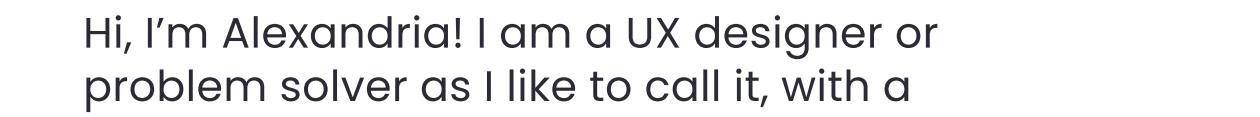


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 HOME ABOUT ME MY WORK RESUME



Hello,
I'm *Alexandria*



About Me:

Hi, I'm Alexandria! I am a UX designer or problem solver as I like to call it, with a background in government and non profit program support. From my previous role as a government program assistant, I've always focused understanding, planning and anticipating the needs of constituents to create impactful programming. This user-centric philosophy is what led me to UX design where I solve problems for people while creating delightful experiences through digital mediums.

After years of tinkering in government and nonprofit space, I became passionate about adding a creative, human touch to the ever changing digital world. I became a UX Designer in order to use my background in government relations to provide a human centered perspective to problem solving.

With my hybrid skillset and experience in user centered thinking, problem solving and user research I approach every project with a unique mindset. I believe that every project is an opportunity to expand my user experience and interface skillset while meeting the needs of the stakeholder.

Outside of the design world, I am passionate about calligraphy, baking cookies, plants and playing with dog, Bailey.

Tool Box:

Design Tools:

- Figma
- InVision

Development Tools:

- HTML/CSS
- GitHub

Skills:

- | | |
|-------------------|-----------------|
| • Data Management | • Storyboarding |
| • Journey Mapping | • User Research |
| • Prototyping | • User Testing |
| • Sketching | • Wireframing |

Let's Connect!

