

# Alexander Escalera

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## SKILLS

**Design Skills:** Design thinking, Wireframing, Prototyping, User Journeys, Personas, Accessibility, Agile

**Technical Skills:** Figma, Adobe XD, Adobe Illustrator, Axure, Google Analytics/Optimize, HTML, CSS, Miro, Power BI, SQL

**Research Skills:** User Interviews, Usability Testing, Survey Research, A/B Testing, Analytics, Visualizations

## EDUCATION

**University of Washington, Seattle, WA** | September 2017 – June 2021

**Major:** Bachelor's of Science - Informatics | Concentrations: Human-Computer Interaction and Data Science

**GPA:** 3.76 | Dean's List | WSOS Scholar | Informatics Undergraduate Association

**Relevant Courses:** Research Methods, Interactive Information Visualization, Applied Product Design, Design Methods

## EXPERIENCE

**UI/UX Designer | General Motors, Warren, MI** | January 2023 – August 2024

- Worked on the Maxis Team to create cloud infrastructure provisioning tools and improve enterprise analysis tools.
- Planned and moderated 6 cycles of User Interviews and Usability Tests to find pain points and improve designs.
- Configured Prototypes in Figma for the Usability Tests.
- Designed low-fidelity and high-fidelity wireframes for multiple products using Adobe XD and Figma.
- Redesigned the mobile browser view for a data analysis tool for users to view internal reports and dashboards.
- Ensured accessible products by following UX standards and using contrasting colors, labeled icons, and more.
- Designed a Diagnostic Trouble Code and Warranty Power BI Dashboard in Figma with a cross-functional team.
- Researched and experimented in Power BI to understand design capabilities and constraints.
- Conducted user interviews and workshops to get feedback and gain a better understanding of requirements.
- Designed release flyers and logo options using Adobe Illustrator and Adobe XD for all products.

**Data Analytics Intern | Principal Financial Group** | May 2022 – August 2022

- Programmed and conducted A/B tests on web pages using Google Optimize/Analytics to optimize user engagement metrics.

**User Experience Design Intern | W. W. Norton & Company** | February 2022 – May 2022

- Collaborated with stakeholders to design and prototype features for an Ebook Reader.
- Conducted a competitive analysis of other learning tools to learn about industry trends and standards.
- Designed and prototyped wireframes in Adobe XD for multiple-choice question concepts using the design system.
- Helped write a survey to recruit students for usability testing sessions that got over 5000 responses.
- Wrote a usability testing script for Assignable Ebook features like Multiple Choice questions and Interactives.

**Data Science Intern | King County, Seattle, WA** | October 2020 – May 2022

- Developed a data governance solution for a shared drive by designing a Power BI dashboard to obtain and visualize file metadata, leading to a 25% increase of storage space.
- Conducted User Interviews with 4 stakeholders to learn about their needs and requirements for the dashboard.

## PROJECTS

**Research Assistant | How do editors collaborate on the Spanish Wikipedia?** | January 2021 – April 2021

- Recruited Spanish Wikipedia editors based on talk-page conversations to understand how editors collaborate.
- Moderated and observed hour-long interviews with participants.
- Conducted a heuristic evaluation of the current editing process to test it with users for a design project.
- Designed low-fidelity wireframes and conducted usability tests to gather design improvements.
- Created a high-fidelity Figma prototype based on Wikipedia's Design System and feedback from the usability tests.