

Alexander Escalera

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EXPERIENCE

UI/UX Designer

Jan. 2023 – Aug. 2024

General Motors

Warren, MI

- Worked on cloud provisioning and enterprise analysis tools to enhance data reporting and development.
- Redesigned a data analysis tool using Design Thinking and Figma to optimize business decision-making, resulting in a 10% increase in usage post-launch.
- Successfully collaborated with PM's, data scientists, and engineers to ensure designs were feasible and met business requirements.
- Ensured accessible products by following WCAG standards and using contrasting colors, labeled icons, and more.
- Planned and moderated 7 cycles of user Interviews and usability tests to find pain points and improve designs.
- Spearheaded branding initiatives by designing release flyers and logo options using Adobe Illustrator and XD.

Data Analytics Intern

May 2022 – Aug. 2022

Principal Financial Group

Remote

- Developed best practices for planning and executing tests of web pages and emails to optimize user engagement.
- Programmed and conducted 4 A/B tests on the company website using Google Optimize and Google Analytics.
- Identified design opportunities with Google Analytics that resulted in a 40% increase in engagement from users interested in insurance products.

UX Design Intern

Feb. 2022 – May 2022

W. W. Norton & Company

Remote

- Collaborated with software engineers, project managers, and designers to create features for an ebook reader.
- Performed a competitive analysis of 6 education tools to learn about industry trends and standards.
- Designed and prototyped wireframes for multiple-choice question concepts in Adobe XD, adhering to the product's design system.
- Partnered with an accessibility specialist to ensure designs worked with screen readers and magnifiers.
- Wrote a survey to recruit students for usability testing sessions that received over 5000 responses.
- Created a usability testing script to test all Assignable Ebook features like multiple choice questions and interactives.

Research Assistant

Jan. 2021 – Apr. 2021

University of Washington Design Engineering

Remote

- Recruited 13 Spanish Wikipedia editors to understand how non-English speakers contribute to Wikipedia content.
- Moderated and translated 6 one-hour-long interviews from Spanish to English.
- Conducted a heuristic evaluation of the Wikipedia editing process to identify additional areas for user testing.
- Designed low-fidelity wireframes and performed usability tests to gather pain points and make improvements.
- Created a high-fidelity prototype based on Wikipedia's design system and feedback from the usability tests.

Data Science Intern

Oct. 2020 – May 2022

King County

Remote

- Developed a Python script to obtain metadata for more than 1 million files in a cloud storage platform.
- Built a Power BI dashboard to 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.

EDUCATION

University of Washington

Seattle, WA

Bachelor of Science in Informatics (Human-Computer Interaction and Data Science Tracks)

Sep. 2017 – June 2021

SKILLS

Design Skills: UI/UX Design, Information Architecture, Wireframing, Prototyping, User Journeys, Personas, WCAG

Technical Skills: Figma, Illustrator, Photoshop, Axure, Google Analytics, Google Optimize, HTML, CSS, Jira, Miro

Research Skills: User Interviews, Usability Testing, Survey Research, A/B Testing, Heuristic and Competitor Analysis