

Alondra Diaz

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Projects

Pantry Case Study { UX/UI Designer

Created Meal planning app by conducting user research to gain insight on user's needs, gains, and painpoints to begin to understand our persona then wireframed by sketching ideas, developing a prototype that was revised 3 times per the usability testing results }

Kill Your Grass Case Study { UX/UI Designer

Created website that details artificial grass by starting on user research, ideation, and prototyping then translating design principles and applying them to development that was revised per developer capabilities }

Experience

University of Utah { Payroll Administrator { 2018 - 2020

Presented reports to leadership about data in support of the university's financial operations and expenditures.

Created models and procedures using Excel and Powerpoint for metrics with a cost reduction and nursing retention focus that lead to the ASSHRA to select our project for their national conference

University of Utah { Research Assistant { 2017 - 2018

Synthesized data using Praat and Excel for finalization of the preliminary stage of the research project

Assisted in the routine management of the database of stimuli ensuring validity and accuracy

Provided documentation, research materials and prepared equipment for qualitative analysis and support of the project

Conducted reviews of data analysis reports and provided feedback

Rape Recovery Center { Visual Designer { 2017 - 2019

Developed educational and marketing designs for the center's social platforms, products, and programs

Designed marketing content and products for the center's social media

Curated products for the development process of business and fundraising for the organization

Education

University of Utah {

UX/UI Certification

02/2021 - 09/2021

B.A in Linguistics

2014 - 2017

B.A in International Security }

2014 - 2017

Skills

Tools {

Illustrator & XD

Figma

Sketch

Invision

Adobe Creative Suite }

Design {

Illustration

Sketching

Style Guides

Prototyping

Storyboarding

Wireframe & Mockups }

Research {

Data Analysis

User Interviews

Persona

Usability Testing

A/B Testing

HotJar/Google Analytics }

Development {

HTML

CSS

Javascript }