ALONDRA DIAZ

UX/UI Designer

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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 }

KYG Case Study { *UX/UI Designer*

Created website that details artifical 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 { 2017 - 2020   *Nursing Payroll Specialist*

Presented reports to leadership about data in support of the university's financial operations and expenditures.
Delegated with multiple departments to ensure policies and procedures are adhered to
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 { 2017 - 2020   *Spanish Research Analyst*

Conducted reviews of data analysis reports
Synthesized stimuli using Praat and Excel for finalization of the preliminary stage of the research project
Reported monthly to Dr. Flores on the status of reviews, reports and research materials
Assisted in the routine management of the database of stimuli ensuring validity and accuracy
Prepared research materials for qualitative analysis and support of the project }

Rape Recovery Center { 2017 - 2019   *Development Coordinator*

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 development process of buisness and fundraising for organization
Expanded corporate partnerships by acting as a liaison between the center's mission corresponded with business goals }

Education

University of Utah {

UX/UI Certification   02.2021- 09.2021

B.A. in *Linguistics*, and in *International Relations*

TESOL Certification   2014 - 2017 }

Languages

English *Fluent*   Spanish *Fluent*

Skills

Tools { Illustrator/XD
Figma
Sketch
Webflow
Adobe Creative Suite }

Design { Illustration
Sketching
Wireframe & Mockups
Style Guides
Prototyping
Storyboarding }

Research { Data Analysis
Interviews
Persona
Usability Testing
A/B Testing
HotJar/Google Analytics }

Development { HTML
CSS
Javascript
Github
Bootstrap }