I'm Alyssa (she/her). My interest in identity work for digital spaces began as a 2000s internet kid selling my MS Paint art on GaiaOnline forums.
Community, both lived and online, inspires my design process.

Education

B.A. Cognitive Science, UC Berkeley '20

Awards

Panotech, Ignite Grant, Berkeley (2020)

Panotech is a smart monitor with a mechanical body, and aims to critique normalized public surveillance. Currently, featured in Worth Ryder Gallery as a part of the 99 Robots art exhibition.
Via Jacobs Institue for Design Innovation with Serena Chan, Cameron Chaney, Zeke Medley and Noah Saso.

FidgetBlox, DESINV-190, Berkeley/Hong Kong (2019)

FidgetBlox are modular fidgeting gadgets that provide custom interactions for floating attention.
Via Jacobs Institue for Design Innovation and HKUST with Erika Jin, Kyle Trieu, and Asena Yildiz.

Doggo, TreeHacks, Stanford (2017)

Doggo is an app that uses Google Vision to help shelters and rescue orgs improve portrait photos of adoptable animals.
Via Best Friends Animal Society @ Treehacks with Mandi Cai, Neha Kunjal, and Makena Fetzer.

Software Tool Kit

Figma, Sketch, Adobe XD, Invision, Premiere Pro, Illustrator, Photoshop, Procreate, Maya, Unity, Fusion 360

Skill Set

User Research (card sorting, interviews, guerilla interviews, surveys)
Usability Testing (physical and digital)
Prototyping (digital web/mobile designs, service experience mock ups, 3D printed/laser cut models)
Programming (Python, HTML/CSS)
3D modeling, VR game development, 2D animation, digital illustration, traditional visual art, video editing, teaching

Experience

Product Designer, Facebook, Seattle (2020 —)

Incoming product designer on the Facebook App pillar, starting in August 2020.

Design Intern, Atlassian, Mountain View (2019)

Worked on the Discovery and Organization team to research and propose design tools to help folks understand how Confluence Spaces can be tailored to their team needs.

Design Intern, Disqus, San Francisco (2019)

Proposed updated tools for moderators to manage comments. Also, shipped designs to enrich comments with GIFs, edit comments, and designed landing page for Reactions marketing (live on homepage now).

Design Intern, Geekbears, Berkeley (2017-2018)

Illustrated user journeys, ideated on design concepts, prototyped and shipped 3 key products at Geekbears as the previous sole and lead designer. Past projects include collaborations with Hangurs, Laguna Promenade and Single Parent Advocate.

Community

Volunteer UX Designer, benefit.design (2020)

benefit.design is a team of volunteer designers, working on projects for small businesses impacted by COVID-19.

Advisor, Berkeley Innovation (2017-2020)

BI is a student-run organization that provides design education and client projects for the campus community.
Previously President, Project Manager, Project Mentor, and Consultant on two web design projects.

Graphic Designer, Innovative Design (2018)

Our team designed pro-bono flyers and pamphlets for organizations on campus. I also taught an Invision workshop as a part of InnoD's free workshop series, HEX.

Facilitator, Art for Animation Decal (2017)

Mentored students through the 2D art for animation pipeline. Led weekly critiques and taught lectures for class, from color theory to storyboarding.