Alana Macedo

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Skillset

Research/

Surveys
Persona building
User flows
Journey mapping
Content Strategy
Wireframing
Rapid prototyping
Usability testing

Front-End/

HTML5
CSS3
Git
GitHub
Chrome Dev Tools

Languages/

Spanish
Portuguese

Tools

Figma
Sketch
InVision
Adobe Illustrator
Photoshop
InDesign
Principle

Summary

A Bay Area native with a passion for exploring the link between humans and design. Driven by research and human connection to design for a better future.

Projects

Green | iOS Mobile | Figma | Illustator | Principle 2020

Created a recycling application that helps users recycle according to their cities guidelines. Users learn to recycle by scanning a barcode, searching by symbol, and searching by text.

Vision | 2019 Mobile + Web Application | Figma | Illustrator 2019

Created a cloud storage application with administrative features that help users create, connect, and collaborate in real time.

Experience

Bloc | Product Designer in Training 2019 - Present

I learned industry best practice and design process standards with a focus on UX Research, Visual Design, and Front-End Development.

Rockpoint Group, LLC | Administrative Assistant 2018 - Present

Manage calendars, travel, and expenses of the acquisition team and conduct research and create reports for the legal team.