#### **BIOGRAPHY**

I am a passionate UX & UI designer located in the greater Seattle area. In a world of superfluity, I strive to create only what is meaningful, deliberate, and delightful.

### **SKILLS INCLUDE**

#### i. User-Centric Design Research:

- Qualitative & Quantitative Research
- User Interviews
- Competetive Analyses
- Personas
- Insight Synthesis
- Google Analytics, HotJar, UsabilityHub

# ii. Wireframing, Prototyping, & UI Development:

- Responsive Design
- Storyboarding & Decision Mapping
- UI Grids & Composition
- Color & Typographic Theory
- Adobe Creative Suite
- Sketch
- Figma
- Framer
- Zeplin
- InVision

#### iii. Web Prototyping & Development:

- HTML/CSS
- Bootstrap
- JavaScript

**(9)** KIRKLAND, WA

ALANDREA@UW.EDU

in LINKEDIN.COM/IN/AALEXNDREA

HTTPS://ALEX-ANDREA.IO

#### **EDUCATION**

**The Flatiron School,** Seattle (2020) UX/UI Certification - UI Focus

**University of California**, Irvine (2018) UX/UI Certification

**University of Washington**, Seattle (2014) B.S. in Physiology

#### **WORK EXPERIENCE**

#### Freelance UX/UI Design

Sept 2020 - Present

## Action Design Network: Contract UX/UI Design Aug - Sept 2020

- Created a new brand and website for Action Design Network, an events-based nonprofit promoting the use of behavioral science in product design.
- Responsibilities included: market research, wireframe evaluation and IA optimization, 20+ hours of collaborative user interviews, desirability & usability testing, client presentations and workshops, project management, user flows, prototyping (Figma), and design system and hand-off (Zeplin).

### **Action Design Network:**



## **Happy Elephant:**







Ikea:

