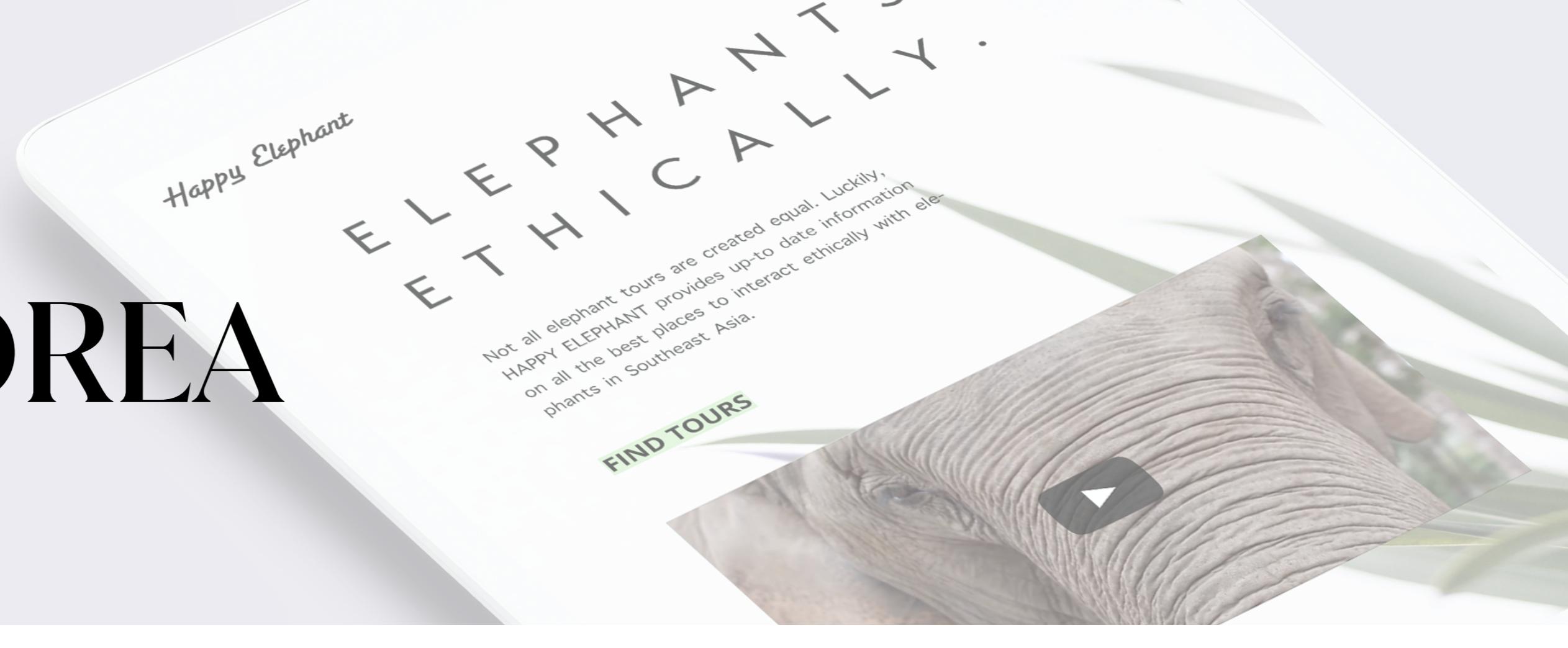


UX/UI DESIGNER

ALEX ANDREA



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
- Competitive 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

- 📍 KIRKLAND, WA
- ✉️ ALANDREA@UW.EDU
- 🌐 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
Jan 2019 - Present

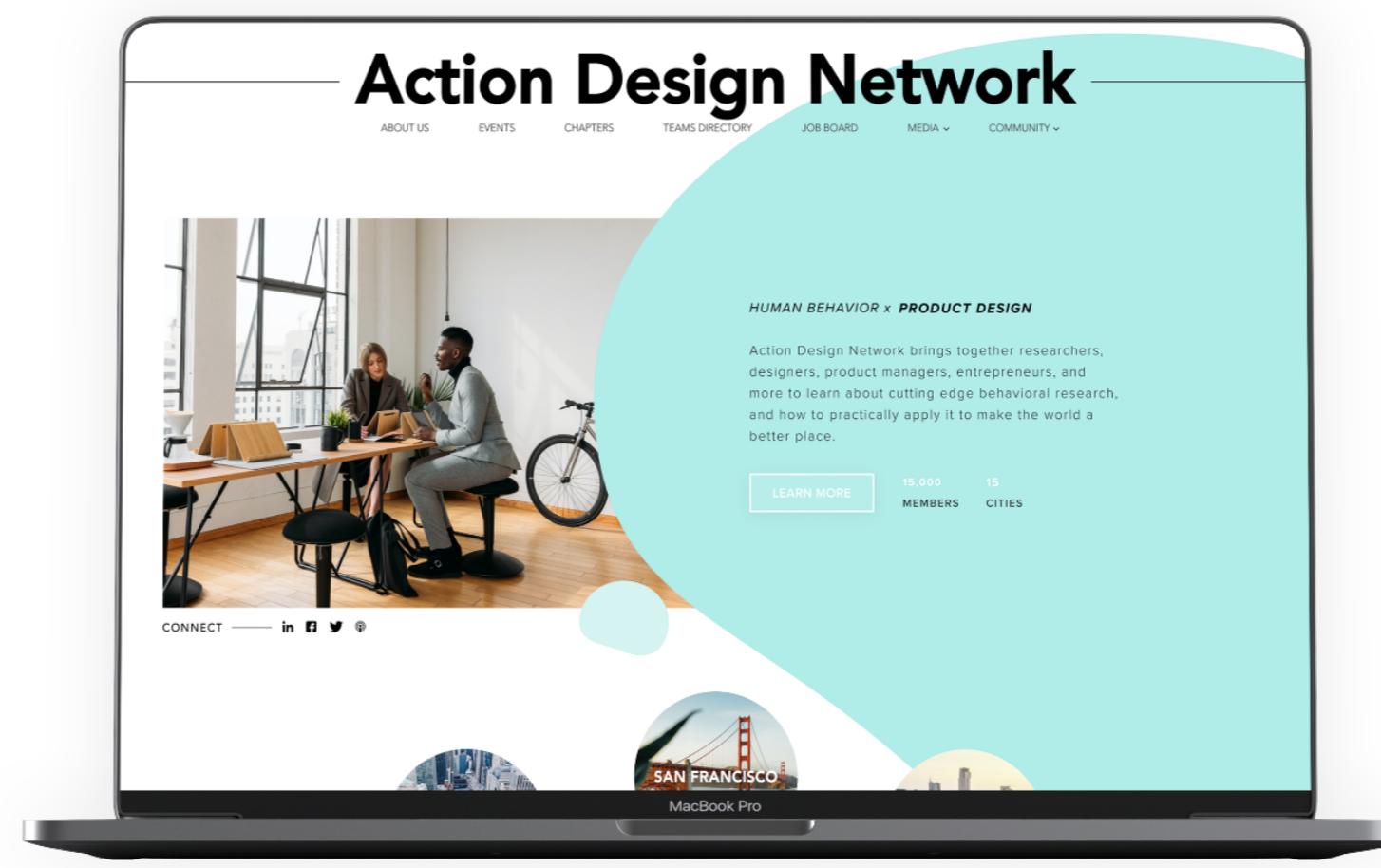
Action Design Network: Contract UX/UI Design
Aug - Sept 2020

- 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 handoff (Zeplin).

SELECTED WORKS

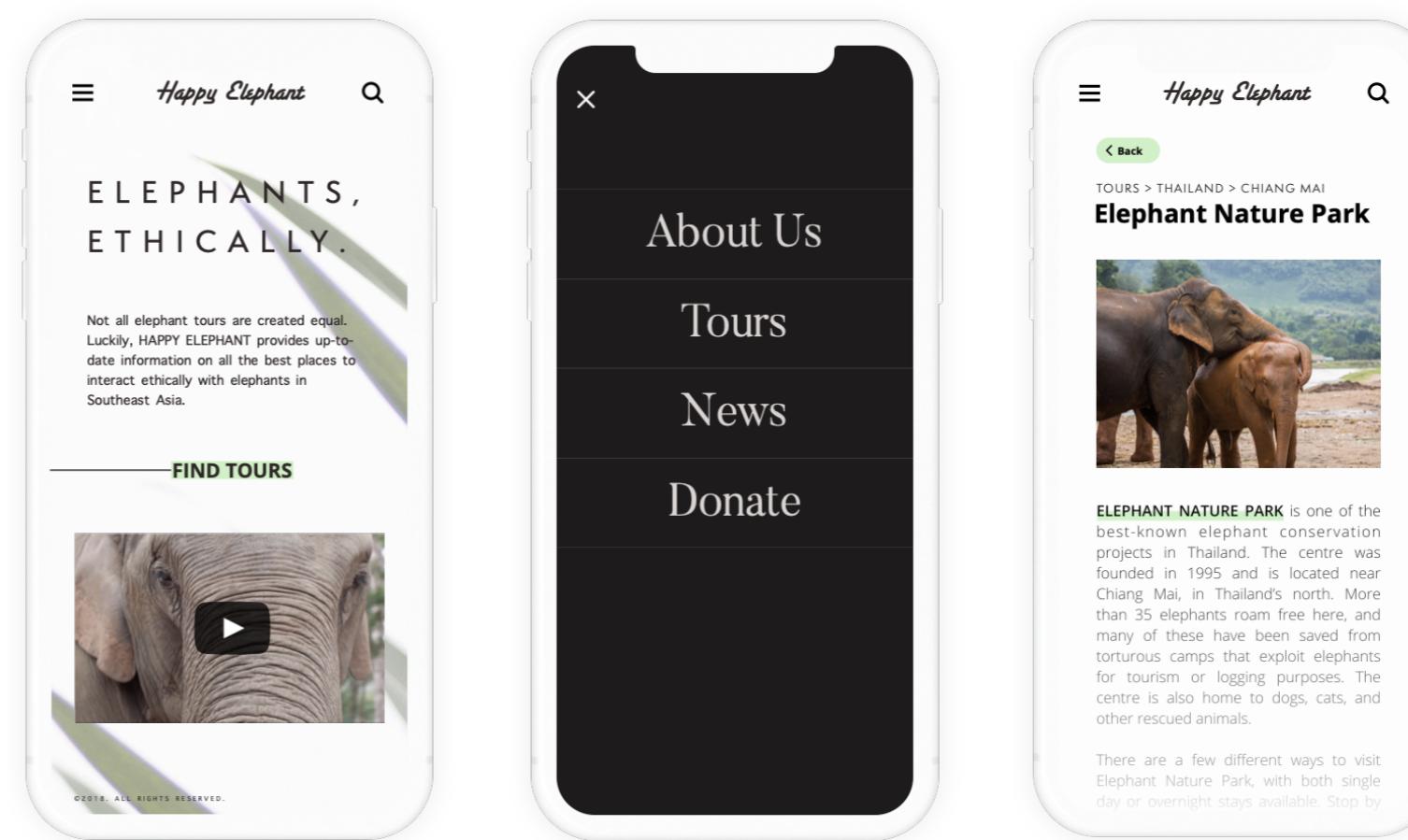
01

Action Design Network:



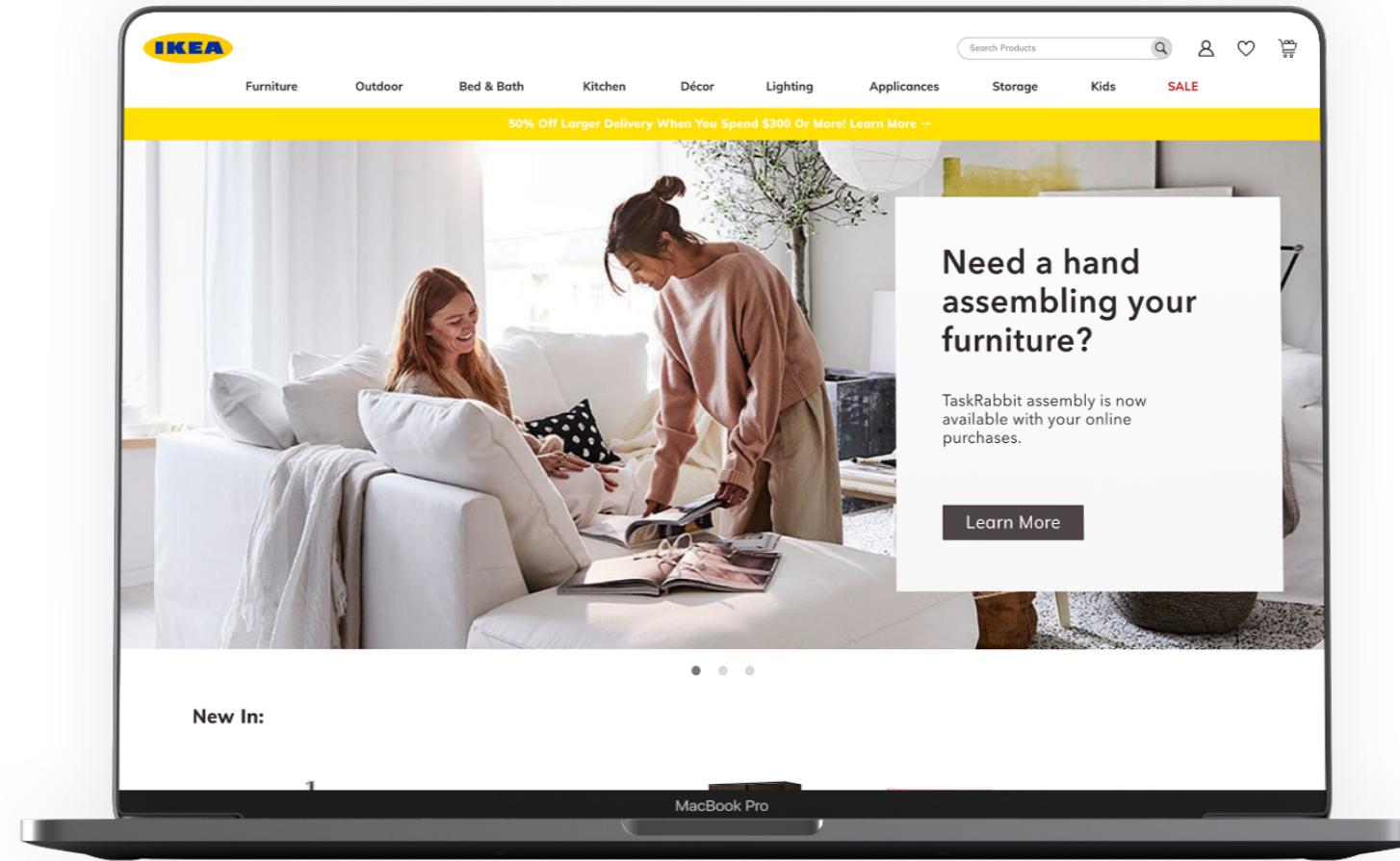
02

Happy Elephant:



03

Ikea:



View Full Case Studies at [HTTPS://ALEX-ANDREA.IO](https://alex-andrea.io)