

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.



KIRKLAND, WA



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HTTPS://ALEX-ANDREA.IO

## 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

## 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

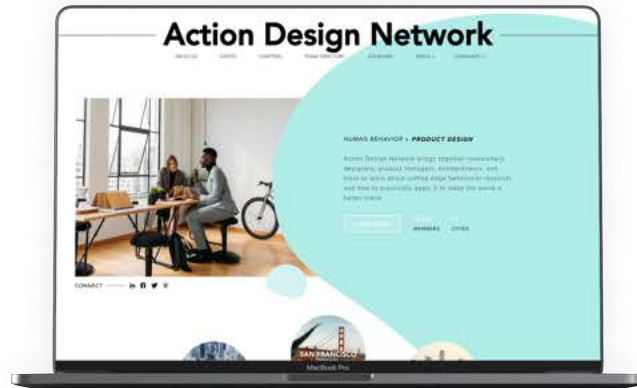
**Freelance UX/UI Design**  
Sept 2020 - Present

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

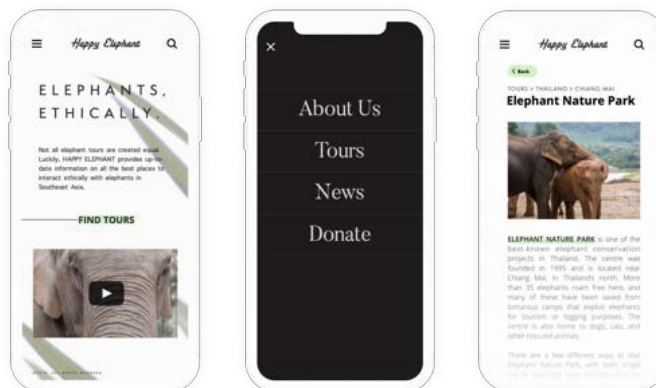
- Created a new brand and website for Action Design Network, an events-based nonprofit promoting the use of behavioral science in product design.
- Responsibilities included: market research, wire-frame evaluation and IA optimization, 20+ hours of collaborative user interviews, desirability & usability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

## SELECTED WORKS

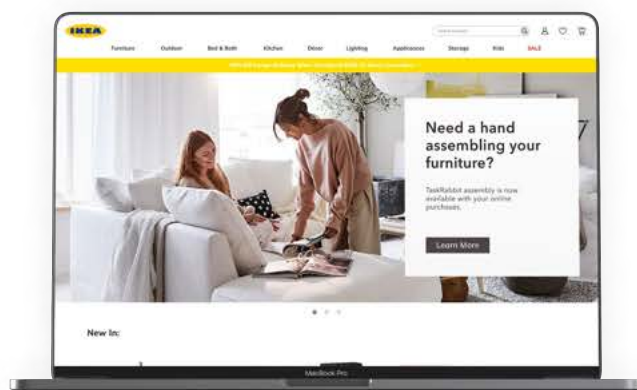
### 01 Action Design Network:



### 02 Happy Elephant:



### 03 Ikea:



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