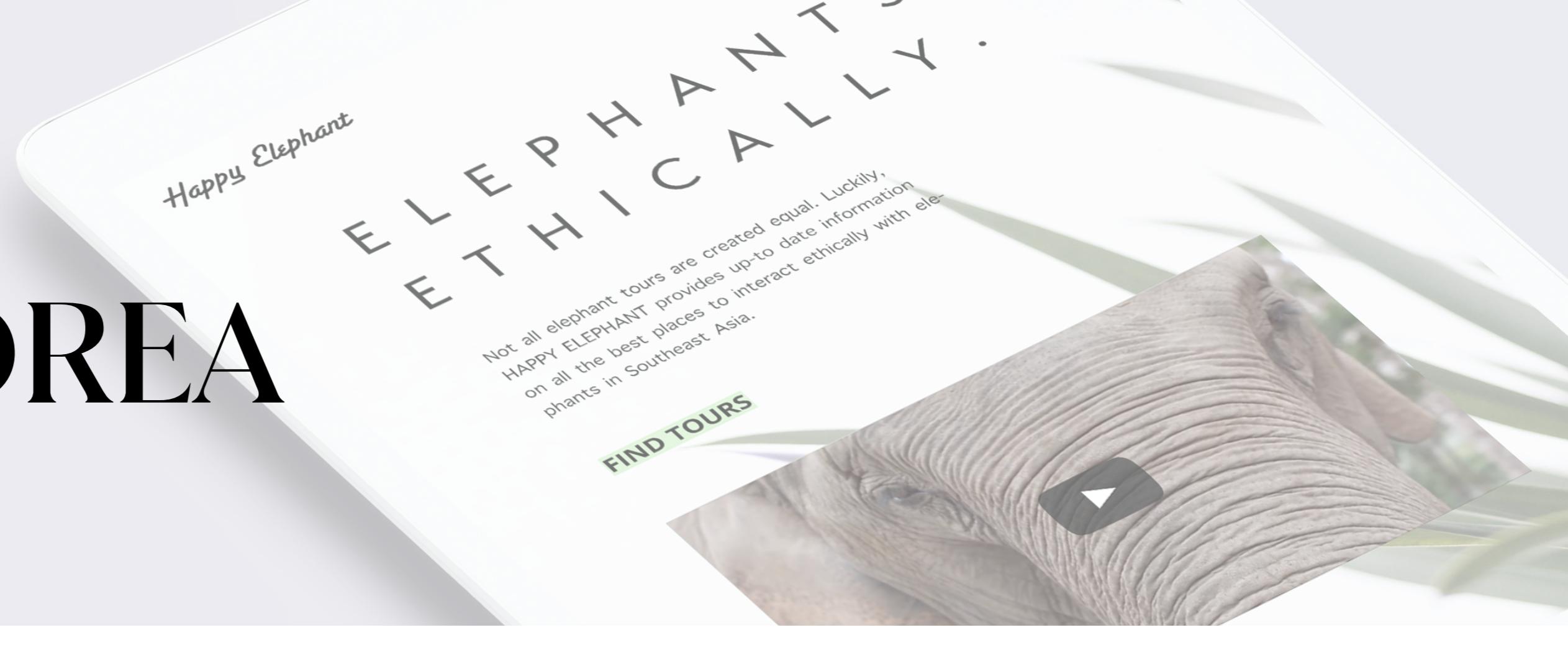


UX/UI DESIGNER

# 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

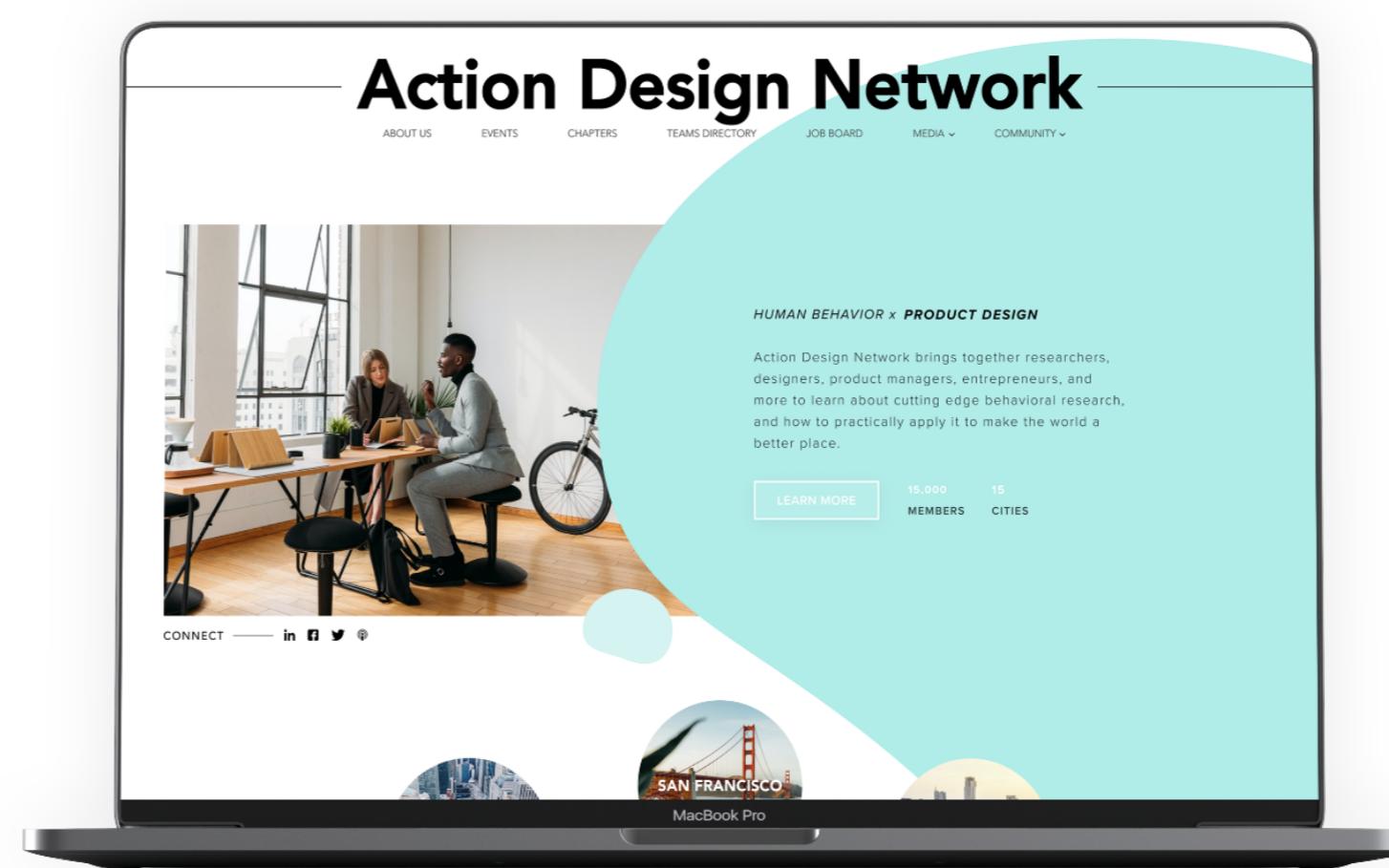
**Action Design Network:** Contract UX/UI Design  
Aug - Sept 2020

- 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

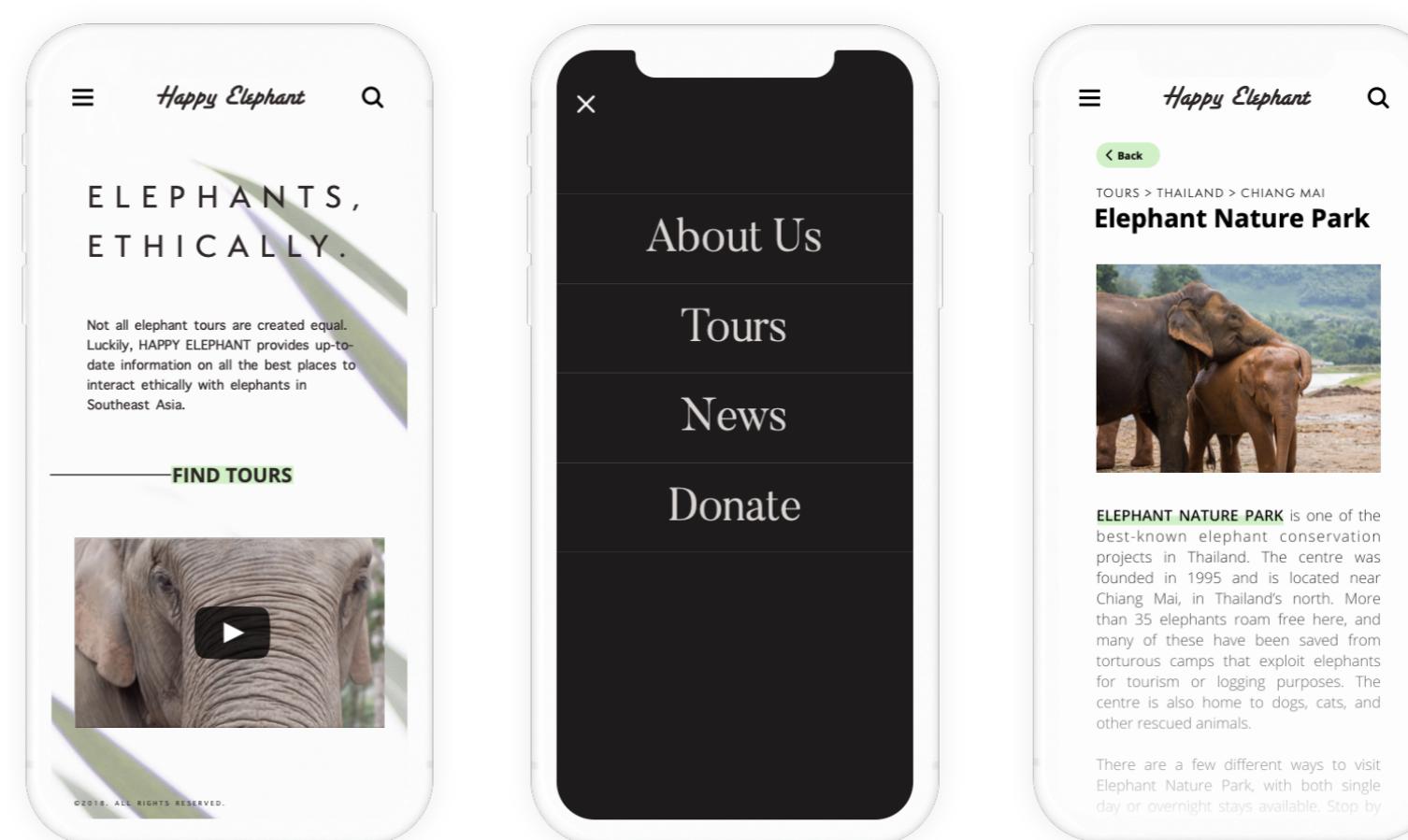
01

Action Design Network:



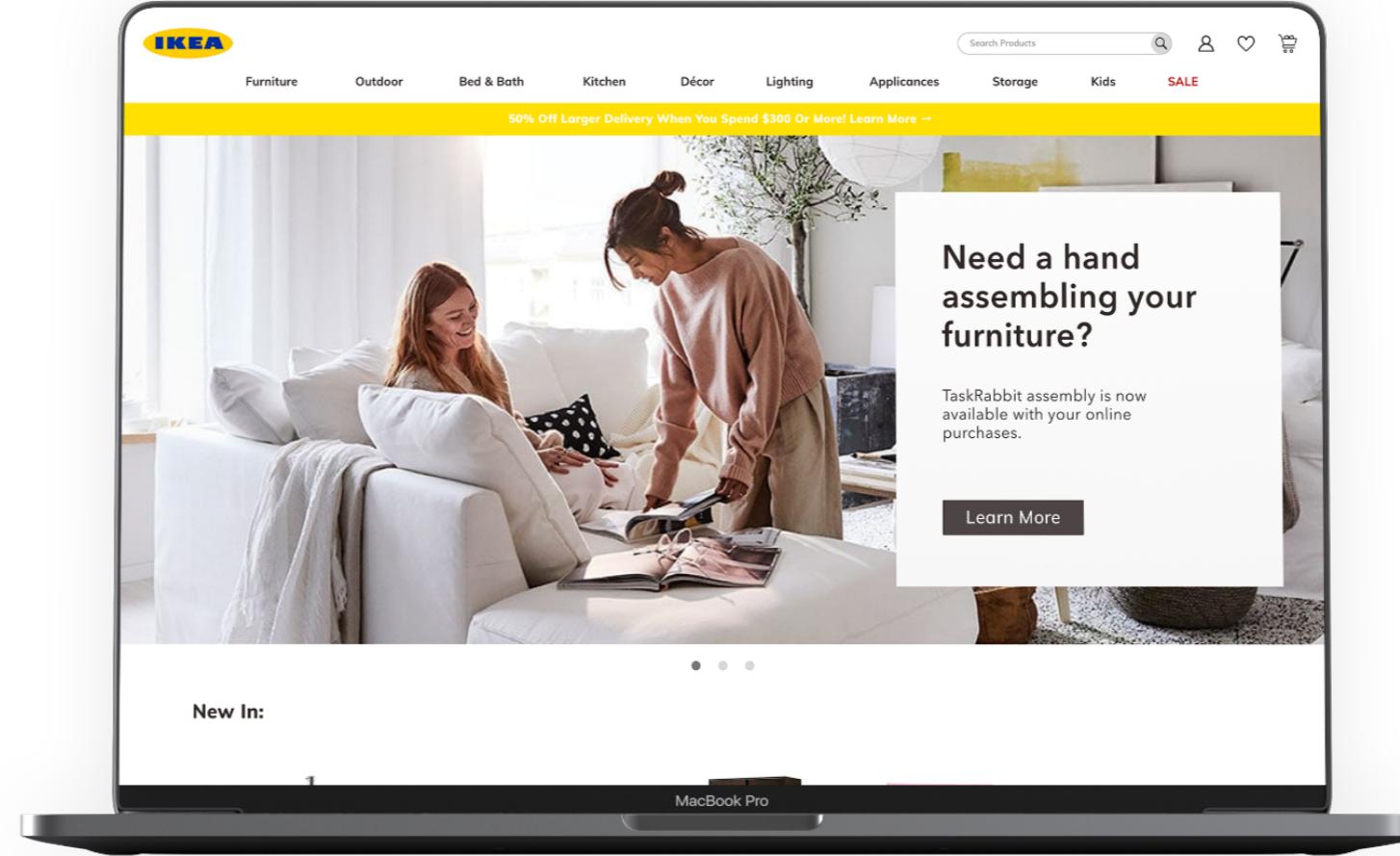
02

Happy Elephant:



03

Ikea:



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