

Alex Manuel

<https://alexsportal.github.io/portfolio/index.html>

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Interactive Design graduate with growing skills in creating digital experiences and user interfaces ensuring product-user fit. Project experience in UX and visual design, including graphic and information design elements and flows for interactive products and responsive mobile websites. Technical communication skills articulating and defending design decisions.

Core skills in user-centric web experiences and mobile applications:

▪ Human-Centered Design	▪ Low/High Fidelity Mockups	▪ User Research
▪ Wireframing	▪ Workflow Diagrams	▪ Prototyping
▪ Usability Testing	▪ Responsive Web Design	▪ User Validation
▪ Information Architecture	▪ Journey Mapping	▪ Technical Writing
▪ Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CSS, JavaScript, Miro, Figma, Adobe XD		

EDUCATION

Kennesaw State University

Bachelor of Science in Interactive Design, *cum laude*

Minor in Technical Communication. Courses covering visual design, frontend development, usability testing.

Kennesaw, GA

Dec 2022

COURSEWORK

FARE | LEAD UX DESIGNER | Jan 2022 – Apr 2022

Goal-Directed Design • UX Design • Literature Review

iOS-based prototype helping people deciding where to eat, especially in groups. App helps couples and groups of friends quickly decide where to eat by allowing them to swipe restaurant options until they match choices.

- Users who prefer to dine alone can view recommendations on "Discover" page. Features include recommendations personalized by using filters, current favorite restaurants, and restaurant preferences.
- Performed literature review using internal documents, industry reports, and web searches related to existing competitors with similar apps. Found strengths, weaknesses, and opportunities vs each competitor.
- Interviewed 4 potential users using questions based on personal experiences with deciding where to eat with partner or group of friends. Created low-fidelity wireframes in Miro of possible layouts for final prototype.
- Constructed high-fidelity prototype. Used feedback from usability testing to fix issues with prototype flow, consistent screen transitions, removing unwanted features.
- Project summary: <https://alexsportal.github.io/portfolio/processpageFARE.html>

IRIS | UI DESIGNER | Oct 2021 – Dec 2021

Lean UX • Customer Research • High Fidelity Prototype

Mobile app prototype that allows users to monitor their skincare and menstrual cycle by delivering knowledge about cycle's effect on skin in relation to menstrual cycle phases. Designed iOS prototype using Lean UX.

- Served as UI Designer on 4-person virtual team participating in design sprints via Discord. Role included designing homepage and information pages, and facilitating interviews and surveys.
- Created 3 detailed user personas through various interviews, testing, and research.
- Developed low fidelity wireframes and prototype in Miro, and Figma. Tested app features and content on sample users for feedback and validation.
- Designed high-fidelity prototype after wireframing and conducting research through interviews and questionnaires.
- Project summary: <https://alexsportal.github.io/portfolio/processpageIRIS.html>

8TIV | UI DESIGNER | Oct 2020 – Dec 2020

Graphic Design • Information Architecture • Persona Hypothesis

Social media prototype providing creatives space to share and connect within niche creative communities.

- Focused on delivering community and specificity experiences separating users' creative content from personal
- UI Design role included developing high-fidelity interface prototype that illustrates how app functions and addresses primary users' goals.
- Created original illustration for persona, and constructed competitive analysis.
- Assisted in research phase of design process by mediating user interviews and usability testing.
- Project summary: <https://alexsportal.github.io/portfolio/processpage8TIV.html>