

Alejandra Lacayo

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Experience

UX Designer- November 2016

US Department of Veterans Affairs

- Conducted research and ideation for VA's app to treat clinical depression
- Delivered hi-fidelity prototype for implementation

UX Designer- October 2016

Hunters Point Shipyard Artists

- Re-designed HPSA website with a service design approach in order to re-engage the community

Engagement Specialist - May 2016- September 2016

TrueAccord

- Guided inbound and outbound communications with clients in order to solve their current financial standing with their creditor and restore their relationship
- Ensured that the client had the best experience possible

Spanish Teacher - May 2014- January 2015

Language Stars

- Taught Spanish to children by applying FunImmersion technique

Internships & Volunteer Work

Volunteer/Mentor - September 2015- December 2015

Metro Achievement Program

- Offered personal and professional mentorship along with after-school tutoring to young, at-risk urban girls in Chicago

Public Relations - May 2015- August 2015

Molise PR

- Managed clients' marketing, PR portfolios and social media while ultimately boosting their SEO and online presence

Digital Marketing Consultant - September 2015- December 2015

Ascend Training

- Curated an extensive digital marketing plan to increase sales and customer retention

Research Assistant - January 2015- May 2015

LUC Psychology Department

- Directed a research study under the guidance of Loyola University Chicago's doctors in psychology

Education

User Experience Design

Immersive

General Assembly

September 2016-
November 2016

Psychology, Marketing

Loyola University Chicago

August 2012-
May 2016

Italian Studies

John Felice Rome Center

January 2014-
May 2014

Skills

user research, user personas, information architecture, lean ux, data synthesis, rapid prototyping, usability testing, wireframing, visual design, service design

Tools

Sketch3, InVision, HTML & CSS, JavaScript, InDesign, SPSS, MyEmma, Desk, WordPress