

ALEXANDRIA LO

USER EXPERIENCE DESIGNER

CONTACT

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EDUCATION

Springboard
Online | November 2020
UI/UX Design Certification

The University of Texas at Dallas
Richardson, TX | December 2019
B.S. in Cognitive Science
Minor: Business Administration

SKILLS

UI/UX Design

Wireframing
Prototyping
User Research
Usability Testing
Adobe XD
Sketch
Hotjar

Front-End Web Development

HTML
CSS
Basic JavaScript
WordPress

Design & Illustration

Adobe Photoshop
Adobe Illustrator

Digital Marketing

SEO
SEMrush
Google Analytics
Google Ads
Sitebulb
Screaming Frog
Microsoft Office

WORK EXPERIENCE

Jr. Search Engine Optimization (SEO) Specialist | STATWAX

Dallas, TX | December 2019 - Present

- Improve client Instapage landing page user experience using Hotjar heat map tracking and A/B testing, resulting in a 32% conversion rate increase
- Write SEO reports for prospective clients by evaluating their site architecture, on-page content, technical issues, external content, and by providing insight on search ranking opportunities
- Research and develop SEO strategies based on current data and trends via on-site user experience and authoritative SEO tools to lower the cost of and increasing student acquisition for clients

UI/UX Designer, Web Developer | Freelance

Dallas, TX | November 2019 - Present

- Analyze an e-commerce website via heuristics to determine key pain points, improve the website's information architecture, and redesign it to boost conversion rates
- Redesign a UT Dallas student organization website to provide streamlined information for those interested in joining it

Lead Content Writer | LOP INC

Richardson, TX | March 2017 - June 2019

- Devised affiliate marketing and content strategy, increasing organic site traffic up 350% - Researched, assigned, and reviewed team member posts, maintaining the flow of daily blog content
- Published over 1,000 articles across 3 company blogs on WordPress for 30,000+ visitors per day to promote and ensure up-to-date information about U.S. financial institutions and merchants

KEY PROJECTS

Bobasaurus

Personal | April 2020 - Present

- Create iOS app wireframes and a prototype for users interested in tracking their favorite boba tea combinations and spending habits
- Conduct user research to determine target personas and establish product features and user flow

BobaTeaU

Academic | August 2019 - December 2019

- Designed wireframes and visuals to create a local boba tea shop directory website aimed toward students at The University of Texas at Dallas interested in finding new boba tea drinks near them
- Developed and hosted a WordPress website using a built-in theme and customized the formatting via HTML, CSS, and basic PHP