ALEXANDRIA LO

USER EXPERIENCE DESIGNER

Dallas Fort-Worth Metroplex
alexandrialo.css@gmail.com
linkedin.com/in/alexandrialo
alexandrialo.com

WORK EXPERIENCE

Jr. Search Engine Optimization (SEO) Specialist | STATWAX

Dallas, TX | Dec 2019 - Present

- Improve client Instapage landing page user experience using Hotjar heatmap tracking and A/B testing, increasing conversion rate by 32%
- Audit 4 prospective clients' site architecture, content, and technical issues, providing comprehensive 35-paged reports and presentations on search engine ranking opportunities, converting 75% into clients
- Research and develop SEO strategies based on current data and trends via on-site user experience and authoritative digital marketing tools to lower the cost of and increasing student acquisition for clients

UI/UX Designer, Web Developer | Freelance

Dallas, TX | Nov 2019 - Present

- Analyze client e-commerce website and information architecture via heuristics to determine key pain points and opportunities to boost customer conversion rates
- Redesign an outdated student organization's website at The University of Texas at Dallas to improve the flow of information presented to potential members and increase membership

KEY PROJECTS

Bobasaurus

Personal | Apr 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 | Aug 2019 – Dec 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

EDUCATION

Springboard
UI/UX Design Certification
Online | May 2020 - Present
9-month, 700+ hour, mentor-led UI/UX Design Intensive. Includes two Capstone Projects, a Design Sprint, and an Industry Design placement.

The University of Texas at Dallas
B.S. in Cognitive Science
Richardson, TX | Aug 2015 - Dec 2019
Specialized in Cognitive-Neuroscience with a Minor in Business Administration

SKILLS

UX Design
Wireframing & Prototyping
User Research & Interviewing
User Interface (UI)
Usability Testing
SEO

Front-End Web Development
HTML
CSS
Basic JavaScript
WordPress

Tools
Adobe XD
Adobe Photoshop
Adobe Illustrator
Sketch
Google Analytics
SEMrush
Hotjar