

# ALEXANDRIA LO

USER EXPERIENCE DESIGNER

 Dallas Fort-Worth Metroplex

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## WORK EXPERIENCE

### Web Developer | Raytheon Technologies

McKinney, TX | August 2020 – Present

- Design a supply chain application to help automate the material requirements planning (MRP) process for customer contracts by creating high-fidelity mockups and conducting user testing
- Lead design process with software engineers to define user needs and develop app features used by 3000+ employees nationwide
- Produce communication packages for product launch and deployment with a suite of department marketing branding items, including logo, newsletter design, and web page creation

### Product Designer | Y-Labs Ventures

(Remote) Palo Alto, CA | December 2020 – January 2021

- Built an online social learning platform for secondary education students with a team of four product designers
- Led user research, ideation, design, and testing phases to identify target user needs, pain points, and determine vital product features

### Search Engine Optimization (SEO) Specialist | STATWAX

Dallas, TX | Dec 2019 – June 2020

- Improved client landing page user experience using heatmap tracking and A/B testing, increasing conversion rate by 32%
- Converted 75% of prospects into clients via comprehensive 35-paged SEO reports and presentations on search engine ranking opportunities

## KEY PROJECTS

### Glow Skincare Tracking App

Springboard | May 2020 – August 2020

- Developed branding, user flow, and visual design as a solo designer from concept to a high-fidelity prototype
- Created an app that helps people understand how their lifestyle affects their skin condition to better treat their skin concern

### Chemistry Student Association at The University of Texas at Dallas Website

Freelance | December 2019 – April 2020

- Conducted user research and designed high-fidelity mockups for the student organization's website to improve the flow of information presented to potential members and increase membership
- Worked closely with the organization's president and webmaster to conduct usability tests, reiterate designs, and implement changes

## EDUCATION

### Springboard

#### UI/UX Design Certification

Online | May 2020 – February 2021

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  
Information Architecture (IA)  
User Interface (UI)  
Usability Testing  
Agile Methodology  
Search Engine Optimization (SEO)

### Front-End Web Development

HTML  
CSS (Bootstrap, Foundation)  
Basic JavaScript (jQuery)  
WordPress

### Design Tools

Adobe Suite (XD, Photoshop, Illustrator)  
Sketch  
Figma

### Other Tools

Google Analytics  
Hotjar  
G Suite  
Microsoft Office Suite