ALEXANDRIA LO

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

UI/UX Designer, Web Developer | Freelance
Dallas, TX | Nov 2019 - Present

- **Ekuso:** Update the website's UI with a clear business goal and target users in mind to bring in potential business partners
- **Chemistry Student Association at The University of Texas at Dallas:** Redesign the outdated website to improve the flow of information presented to potential members and increase membership

Search Engine Optimization (SEO) Specialist | STATWAX
Dallas, TX | Dec 2019 – June 2020

- Improve client Instapage landing page user experience using Hotjar heatmap tracking and A/B testing, increasing conversion rate by 32%
- Audit four 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

KEY PROJECTS

Unnamed Skincare App
Springboard | May 2020 – Present

- Execute the stages of design thinking to create a product that solves the problem of helping someone understand how their lifestyle affects their skin condition to better treat their skin concern
- Synthesize information gathered from secondary research and six target user interviews to establish user personas to brainstorm solutions for the end user

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 for UT Dallas students interested in finding new drinks
- Developed and hosted the website on WordPress using a built-in theme and customizing 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
Bootstrap Framework
Basic JavaScript
WordPress

Design Tools
Adobe XD
Adobe Photoshop
Adobe Illustrator
Sketch
Miro

Other Tools
Asana
Trello
Google Analytics
SEMrush
Hotjar
G Suite
Microsoft Office Suite