

# ALEXANDRIA LO

## USER EXPERIENCE DESIGNER

 Dallas Fort-Worth Metroplex  
 [alexandrialo.css@gmail.com](mailto:alexandrialo.css@gmail.com)  
 [linkedin.com/in/alexandrialo](https://www.linkedin.com/in/alexandrialo)  
 [alexandrialo.com](http://alexandrialo.com)

### WORK EXPERIENCE

#### Web Developer | Raytheon Technologies

McKinney, TX | August 2020 – Present

- Collaborate with software engineers to design and develop several UI features for an internal supply chain website used by 3000+ employees nationwide
- Create and deploy internal Training and Development learning guides and videos to onboard new 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

#### 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- **Chemistry Student Association at The University of Texas at Dallas:** Redesign the outdated website to improve the flow of information presented to potential members and increase membership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

- 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 App

Springboard | May 2020 – August 2020

- Led a UI/UX design project from concept to prototype
- Created a product that solves the problem of helping someone understand how their lifestyle affects their skin condition to better treat their skin concern

#### 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  
Agile Methodology  
SEO

#### Front-End Web Development

HTML  
CSS (Bootstrap, Foundation Frameworks)  
Basic JavaScript  
WordPress

#### Design Tools

Adobe Suite (XD, Photoshop, Illustrator)  
Sketch  
Miro

#### Other Tools

Google Analytics  
Hotjar  
G Suite  
Microsoft Office Suite