

# Alex Zuniga

## CONTACT

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626-710-8860

## SKILLS

### Research

Interviews

Survey Design

Empathy Mapping

Affinity Diagramming

Storyboarding

Competitive Analysis

User Flows

Usability Testing

A/B Testing

### Design

Wireframing

Prototyping

Interaction Design

Responsive Web Design

Information Hierarchy

Micro Interactions

### Tools

Miro

Figma

Adobe XD

InVision

HTML

CSS

## EXPERIENCE

### HCI Intern | University of California, Santa Cruz

Aug 2020 - Current

Established a multi-method process to deliver a design requirement paper for a mental health app recommendation website. Operated Figma and Miro canvases to brainstorm, collaborate, prototype, and test the development and interaction design process.

### HCI Intern | University of California, Santa Cruz

Aug 2029 - Aug 2020

Performed expert authentication and review analysis on 42,000+ reviews across 45+ mental health apps. Developed a database containing app reviews and features, qualitative codebooks, and academic articles, all while following UCSC IRB protocols.

## PROJECTS

### Hi, here for you - Website Creation

Lead UX Researcher | UX Designer | Link: <https://alexzuniga.design>

Created a website to help people make better connections in a virtual setting. Took an idea, conducted a full user-centric research and design plan, and developed a fully functioning website.

### Non-Profit Responsive Website Redesign

UX Researcher | UX Designer | Link: <https://alexzuniga.design>

Redesigned The Marine Mammal Center NPO website. Conducted a full research and interaction design plan with interviews and usability tests to create a final hi fi prototype and full UI style guide.

### Government Website Redesign

UX Researcher | UX Designer | Link: <https://alexzuniga.design>

Redesigned the National Park Services government website to improve usability and update UI patterns. Consisted of a full research and interaction design plan, focused on UI navigation updates and final hi fi prototype for desktop and mobile.

## EDUCATION

### University of California, Berkeley

Certificate in UX/UI

2020-2021 | Berkeley, CA

### University of California, Santa Cruz

BS in Cognitive Science & Human Computer Interaction

2016-2020 | Santa Cruz, CA