

Alyssa Maravilla

email: alyssam.maravilla@gmail.com
alyssamarie.design
linkedin.com/in/alyssam-maravilla

Education

New Jersey Institute of Technology
Newark, NJ
-M.S. Information Systems, Data Analytics Concentration
Expected Graduation, Spring 2023
(Fall 2021-Present)
-B.S. Information Technology, User Experience Minor
(Fall 2018- Spring 2020)

Bergen County Community College
Paramus, NJ
-A.A.S. Information Technology
(Fall 2015 - Spring 2018)

Technical Skills

Research Methods
Usability Testing - Ethnographic Studies - Diary Studies - Data Collection - Card Sorting - Heuristic Evaluation - Competitive Analysis - Data Analysis

Design Methods
Wireframing - Storyboarding - User Stories - Problem Scenarios - Personas

Front End
HTML5 - CSS - Javascript - PHP

Back End
Python - Java

Work Experience

PC Build Technician
Maingear | March 2021- Present

-Install hardware components and software into desktop computers
-Troubleshoot issues in systems (RMA components, minor fixes)
-Assemble custom PCs for customers with detail and care

Logistics Processor
Nordstrom | Oct 2020 - Apr 2021

-Utilize inventory management systems to scan, process and research merchandise shipments in accordance with Nordstrom's inventory control processes

Research Experience

Research Assistant
Social X Lab at NJIT | Feb 2020 - Aug 2020

-Case Study conducted on Patreon content creators and their patrons
- Discovery on what motivates patrons to support creators, how creators interact with patrons, and how the platform is used
- Recruitment of content creators followed by protocol for interviews

UX Research Assistant

NJIT Connections Lab | Jan 2019 - Jan 2020

-Conduct research focused on collaborative lifelogging with communities on NJIT campus or relevant outside organizations with attention on volleyball and dance teams
- Use ethnographic research methods and examine results through user research and design methods (storyboarding, wireframing, prototyping)

Senior Projects

Frontend UX Developer

Senior Capstone - STEERus | Jan 2020 - May 2020

-Learned to work with a lean startup in an agile environment, creating user flows for ease of navigation on the MangoApps platform and creating custom branding per sponsor's request

Frontend Developer

Systems Integration Senior Project - Stock App

Jan 2020 - May 2020

-Tasked with creating a software as service utilizing a frontend server connected through RabbitMQ and hosted on Amazon Web Services. End product is a stock website where users search and purchase stocks

Internship Experience

Product Management Intern

CNBC | Sept 2019 - Dec 2019

-Assist development and UX teams on emerging products and apps (OTT and Voice technology), running usability tests and competitive analysis on existing products

Website and Mobile App QA Intern

Spyder Web Enterprises | Mar 2019 - June 2019

-Evaluated new tools and technologies, making recommendations for product design while testing websites and applications for errors and accuracy