Alejandra Ramos

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User Experience Designer

SKILLS

- Adaptable
- Collaboration
- Data Analysis
- Design Development
- Figma
- Javascript
- Machine Learning
- Problem Solving
- React
- Usability Testing
- User Interface
- User Interface Design
- User Research
- Web Development
- GenerativeAI

WORK EXPERIENCE

Personal/Freelance Work   **08/2022 - 01/2023**
UX Designer

- Analyzed comprehensive user research to identify user needs and preferences, using insights to drive design iterations that enhanced user engagement and satisfaction. • Performed usability tests, developed user personas, and created journey maps, ensuring a user-centered design approach that resulted in responsive and intuitive websites. • Conducted competitive audits and incorporated accessibility guidelines into designs, ensuring products were inclusive and strategically positioned in the market. • Collaborated with cross-functional teams to integrate high-fidelity prototypes and wireframes into the development process, aligning designs with business objectives. • Stayed current with design trends and emerging technologies, applying this knowledge to inspire innovative solutions and continuously improve the user experience.

EquipmentShare   **06/2022 - 12/2022**
UX Design Intern (E-commerce)   **Columbia, Missouri**

- Conducted data analysis to identify customer experience issues and proposed effective solutions based on research findings. • Developed wireframes for eCommerce marketing initiatives, leveraging user experience data to optimize design and functionality. • Led an iterative design process, refining products based on customer feedback and stakeholder input. • Created high-fidelity designs and interactive prototypes to accurately represent final product functionality and user interface. • Performed quality assurance testing to ensure designs met functionality, usability, and overall user experience standards.

PROJECTS

AI Course Registration   03/2024 - 06/2024
Depaul University

- **Conducted user experience research and testing** to identify key pain points in the course registration process, leading to the development of user-centered AI solutions.

- **Designed an AI-driven course suggestion tool** that improved decision-making efficiency and satisfaction among CDM graduate students by aligning course recommendations with students' academic history, interests,

and career goals.

- **Developed low-fidelity and high-fidelity prototypes** to visualize and refine the AI tool's interface, ensuring a seamless and intuitive user experience.
- **Utilized data-driven design principles** to create an interface that personalized course suggestions, resulting in a significant increase in user engagement and satisfaction.

FlavorFuel   01/2024 - 03/2024

Depaul University

- **Explored problem domain and conducted in-depth user research** to identify key themes and concepts, forming the foundation for user-centered design.
- **Developed detailed personas and user journey maps** based on research findings to guide the design process and align with project objectives.
- **Formulated app requirements and conceptual design scenarios**, ensuring they met user needs and project goals.
- **Conducted ideation and iterative design sessions**, refining wireframes and prototypes through user feedback and collaborative sketching.
- **Utilized Figma to develop a functional app prototype**, translating wireframes into a user-friendly interface that adhered to design principles and usability standards.

EDUCATION

M.S. in Human Computer Interaction

Depaul University • GPA: 3.7   Chicago, IL, USA • 09/2023 - Present

UX Design Specialization Certificate

Google UX Design Specialization Certificate   01/2022 - 05/2024

B.S. In Criminal Justice & Psychology

Central Methodist University   Fayette, MO, USA • 01/2018 - 12/2021