

ALEX SEBI

AUXDESIGN.COM

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Skills

UX/UI Design: User Research, Design Thinking, Prototyping, Usability Testing - Design Tools: Figma, Sketch, Invision, Balsamiq - Front-End Languages: Javascript, HTML, CSS

Experience

Dec 2020 - Jan 2023

Allied Universal Services - *User Experience Design Manager*

- Maintained a user-centered methodology. Defined the user experience with deliverables such as user personas, journey maps, user stories, and site maps. Lead the creative strategy.
- Collaborated with stakeholders to understand product scope and define requirements. Contributed to the product roadmap.
- Translated user needs, technical constraints, and business requirements into hi-fidelity wireframes and prototypes. Prepared design assets for developer hand-off. Developed a UX design system.
- Conducted competitive/SWOT analysis. Identified user needs and design opportunities through user interviews. Lead heuristic evaluation exercises and design sprints.

Mar 2018 - Oct 2020

Freelance UX/UI Design - *UX/UI Designer/Researcher*

- Collaborated with cross-functional teams within an agile framework. Presented insights to stakeholders and proposed design requirements.
- Applied UCD methods to carry designs from ideation to delivery. Identified creative approaches to solve intricate UX problems.
- Developed design requirements based on user needs and business objectives. Collaborated with developers to define UI solutions based on technical feasibility.
- Utilized quantitative and qualitative user research methods. Crafted and managed user surveys. Conducted usability tests within design iterations.

Nov 2016 - Feb 2018

University of California Irvine - *Undergraduate Research Fellow*

- Conducted research in the biochemistry and chemical engineering subspecialties.

Education

Aug 2012 - Sep 2016

University of California Irvine - *Bachelor's Degree - Chemistry*