

Alexandria Smith

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Portfolio: <https://uxfol.io/e0a36d02>

UX RESEARCHER & DESIGNER

- Experienced UX Researcher and Designer with a proven track record in designing and leading mixed-method research for high-profile clients such as Nissan, Subaru, and Infiniti.
- Skilled in developing and implementing intuitive informational architecture and accessibility standards, enhancing usability and user equity across diverse digital products.
- Adept at working with multidisciplinary teams to design end-to-end user-centric products, integrating user feedback to inform strategic direction and drive superior product outcomes.
- Strong ability to convey complex design solutions through wireframes, mockups, prototypes, workshops, and client education.

SKILLS

- Figma
- Miro
- UserZoom
- Powerpoint
- Google Workspace
- Slack
- Hotjar
- Userlytics
- Smartsheet

EXPERIENCE

UX Researcher & Designer, Designory, November 2022-Current

Long Beach, CA

- Lead mixed-method UX researcher and designer for high-profile clients, including Nissan, Subaru, and Infiniti, utilizing data-informed design decisions and improving user experiences through solution design.
- Developing and implementing intuitive informational architecture and accessibility standards, enhancing overall usability and user equity across digital products.
- Creating and communicating solution designs through wireframes, mockups, and prototypes.
- Conducting comprehensive competitive landscape analyses and usability audits, identifying strategic improvement opportunities and delivering actionable insights.
- Collaborating with multidisciplinary teams to integrate user feedback and inform strategic direction, resulting in enhanced product outcomes.
- Promoted UX best practices agency-wide through workshops and client education, fostering a culture of user-centered design and increasing organizational adoption.

UX Researcher & Designer, Moment Studio, April 2022-November 2022

Miami, FL

- Collaborated with product managers and internal stakeholders to conduct user interviews, design wireframes, test prototypes, and create detailed annotations for engineers.
- Worked with a multidisciplinary team to design intuitive, end-to-end user-centric digital products, maintaining pixel-perfect responsive designs across multiple platforms.

- Enhanced customer experiences for B2B and SaaS clients through an iterative development process.
- Stayed current with design patterns, tools, frameworks, industry trends, web standards, and UI trends, driving innovation in digital product design.
- Interpreted user testing insights, data analytics, and consumer engagement metrics to develop authentic, data-driven design solutions.

Family Support Counselor/ Peer Specialist II, Victor Community Support Services, November 2016-July 2021

Perris, CA

- Designed and facilitated a workshop for 150 youth at the annual Dare to be Aware Conference in Riverside, CA, focusing on mental health awareness and personal development.
- Utilized user-centered design principles to develop engaging educational materials and workshops, ensuring accessibility and effectiveness for diverse youth audiences.
- Managed a caseload of over 20 clients, employing a client-centered approach to support their mental health goals and track progress.
- Conducted feedback sessions and surveys to gather insights on program effectiveness, striving for continuous improvement in service delivery.
- Collaborated with clinicians to identify client needs, designing and implementing interventions using educational technology and curriculum to enhance client engagement and outcomes.

Research Assistant, Cal State University San Marcos, October 2017-May 2018

San Marcos, CA

- Presented research findings at the Annual Convention of the Association for Psychological Science and the Annual Western Psychological Association Convention.
- Conducted laboratory-based experiments and participant interviews, gathering qualitative and quantitative data to support research objectives.
- Collaborated with Dr. William Tsai and research team members to design and execute studies on psychological well-being and stress perception among college students.
- Analyzed data and contributed to the development of research posters, ensuring clear and effective communication of findings.

EDUCATION AND TRAINING

Master of Arts

Education, University of Redlands, Redlands, CA June 2022

Bachelor of Arts

Psychological Science, California State University, San Marcos, San Marcos, CA June 2019

PRESENTATIONS

- Mendez, D., Gomez, S., Zavala, D., De Lisser, O., Smith, A., & Tsai, W. (May, 2018). "Sense of Belonging and Well-being among First-Generation College Students." Poster presented at the Annual Convention of the Association for Psychological Science. San Francisco, CA.

- De Lisser, O., Mendez, D., Zavala, D., Smith, A., Ridenour, C., & Tsai, W. (April, 2018). "Stressing out Helps when Stressors are Viewed as Opportunities." Poster presented at the Annual Western Psychological Association Convention. Portland, OR.