# ALEJANDRA PEÑAS   UX Researcher and Designer

(305) 903-9882 | alepenas@msn.com | [www.alejandrapenas.com](www.alejandrapenas.com)

## EDUCATION

### UX/UI Bootcamp Certification
University of Central Florida                          May 2023 – Nov 2023

### Bachelor of Arts in Mathematics
Florida International University                        Aug 2015 – Dec 2018

## EXPERIENCE

### UX/UI Researcher and Designer        Freelance Contractor        Jan 2022 - Present

- Defined & scoped problems, set clear success criteria aligned with business needs.
- Selected methods best suited to objectives (e.g., usability tests, surveys, A/B testing) and collected valid, reliable, & unbiased data.
- Drew conclusions, identified key elements, & uncovered themes, translated raw data into actionable insights.
- Measured & tracked user experience improvements over time and produced impactful artifacts & communication methods that connect with customers.

### User Experience Researcher        Secure Cyber Trust        Jan 2022 - Present

- Designed UX solutions for mid-complexity projects using prototypes/wireframes to design and launch company website for both mobile and desktop.
- Teamed up with cross-functional teams to optimize website UX flows, boosting user engagement and driving IT compliance/cybersecurity client acquisition.
- Served as subject matter expert on user insights and UX best practices.
- Actively and routinely conduct user-surveys and testing for the improvement of user-interaction of company website to generate new iterations meeting the needs and pain points of the users.

### Customer Experience Administrator        ASVAB Success        Mar 2021 - Present

- Simplified onboarding journeys for a flawless user experience, as well as resolving customer service inquiries promptly and efficiently, ensuring satisfaction.
- Developed targeted email marketing and social media promotions to resonate with users.
- Created compelling content across various platforms, driving engagement and brand awareness.
- Curated social media content that fosters meaningful connections with customers.
- Actively engaged with the online community, building trust and loyalty.

## SKILLS

- Skilled in qualitative and quantitative research methods (interviews, surveys, usability testing, card sorting, etc.).
- Strong understanding of user needs and motivations.
- Passion for advocating for user needs and user-centered designs.
- Excellent written and verbal communication skills.
- Comfortable and skilled in presenting information to audiences of any size.
- Proficient understanding and use of Figma, Trello, InVision, Google Suite, Microsoft Office 365 tools and Figjam.