

YAXLEI ALEJO-ORTIZ

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EDUCATION

Bachelor of Arts

University of Pennsylvania

Major in Design, *Minors in Consumer Psychology and Latin American & Latinx Studies*

May 2026

Philadelphia, PA

GPA: 3.66/4.0

WORK EXPERIENCE

WHARTON EXTERNAL AFFAIRS (Communications and Marketing team)

Philadelphia, PA

Digital Designer

Jun 2025 – May 2026

- Updated web content over **100+** of Wharton's **WordPress** site using custom templates, widgets, and **HTML/CSS**
- Redesigned Smugmug site to **improve accessibility and WCAG** compliance by writing descriptive alt-text for **100+** images and restructuring navigation for equitable user access
- Owned streamlining of campaign pages for fundraising initiatives and alumni programs by creating templates for **75+** pages
- Fixed over **75** broken links and resolved **20** flagged accessibility errors across the site to **improve SEO** and site health

THE DAILY PENNSYLVANIAN (Quaker Creative Agency)

Philadelphia, PA

Creative Designer

Aug 2023 – May 2026

- Redesigned Summer@Penn website by **establishing a design system** for consistency and improvement of site structure and usability, also updated blog content across **25+** pages
- Developed **80+ ads for client and internal campaigns** in collaboration with marketing and sales teams
- Designed **12** covers for DP special issues, and matching social media posts, stories, and signs for events. Increased email sign ups, event attendance turn out, and engagement with client ads
- Packed and mailed **5000+** letters to The DP alumni directory, and updated all correspondence to **Hubspot** for organized communications with DP Alumni
- Communicated with **150+** companies we partner with and potential partners for advertising inquiries

LEADERSHIP AND ACTIVITIES

COLLEGE ADVISING PROGRAM

Philadelphia, PA

Peer Advisor

April 2024 – December 2024

- Guided a cohort of **14** incoming freshmen through summer-to-fall transition by designing targeted email communications and **conducting one-on-one advising sessions** that addressed course selection, registration deadlines, and pre-arrival requirements
- Coordinated with advising managers and college advisors to identify student needs and **provide personalized support** during critical onboarding phases

CRACK THE CODE @ PENN

Philadelphia, PA

Member

January 2023 – May 2024

- Developed web development skills through student-led workshops and demonstrations
- participated and included others in peer forums focused on CS course selection and program planning

ADDITIONAL

Skills: Photoshop, Indesign, Illustrator, Figma, Wireframing, Prototyping, Wordpress, Framer, HTML/CSS/JS, Web Design Principles, UI/UX, Needfinding, Design thinking, Canva, Smugmug, R, Excel, Hubspot

Languages: Fluent in Spanish

Awards: Questbridge Scholar