

Alejandro Casas
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Summary

UX Designer with a rich background in Visual Design and 10+ years experience in people centered jobs. I place a strong emphasis on an empathetic, person-centered, user-first approach. With 15 years of experience working in retail, I have a unique perspective and an exceptional ability to consider diverse viewpoints in the design process.

Portfolio: <https://www.casasux.com/>

Linkedin: <https://www.linkedin.com/in/casasux/>

Technical Skills

- **UX research** - user interviewing, conducting surveys, persona creation, data analysis, empathy mapping, scenario design, user journey mapping, user research recruitment
- **User testing** - prototyping, usability testing, A/B Testing, data analysis
- **Design thinking process** - Proficiency in applying the design thinking process to identify & solve user problems through a user-centered design approach + applying the process in product design. Affinity Diagrams, human centered design process
- **Information architecture** - card sorting, site maps, user flows, information hierarchies, user journey maps
- **Wireframing** - Figma and Adobe XD
- **Accessibility and usability principles** - accessibility guidelines and usability heuristics, Accessibility design principles for 508 compliance
- **User Interface design** - UI design systems, typography and iconography, RWD (Responsive Web Design), Mobile Design, interaction design, high-fidelity mockups, interaction design, visual design, design systems
- **Software** - Figma, Figjam, Adobe XD, Miro, Illustrator, Invision, Trello
- **Other Skills** - ChatGPT, Copywriting, UX writing, OOUX, Public Speaking, Collaboration, Project management, Agile Scrum

Projects

SmartMove Mobile App | <https://drive.google.com/file/d/1LvMgsoD9WV9md4hhqOtkoxKuo-MGFrgF/view?usp=sharing>

Created a user-friendly mobile application that creates awareness & enables better habit to tackle sedentary lifestyle

- Team Leader & Project Coordinator (UX Design and UX Research Team)
- Figma, Miro, Adobe Illustrator, Trello, Google Suite

XIRCLS Landing Page UX Redesign | NDA

Responsive Web Redesign of the 'XIRCLS', with the goal of enhancing the user experience.

- Lead UX Designer, Lead UX Researcher
- Miro, Adobe XD, Trello, Adobe Illustrator, Google Suite

Experience

2023 - Present • UX/UI Design Intern

XIRCLS - Remote

- Collaborated cross-functionally with marketing, content, and sales/product teams to gather and evaluate user requirements for optimal user experience.
- Created intuitive graphic user interface elements, such as menus, tabs, and widgets, to enhance usability and engagement.
- Developed detailed UI mockups and interactive prototypes, effectively illustrating site functionality and visual design.
- Conducted user testing and incorporated feedback to refine layouts and improve overall user experience.
- Ensured adherence to style standards, maintaining consistency in fonts, colors, and imagery for a cohesive and visually appealing user interface.

2020 - Present • UX Designer

Alejandro Casas Design Consulting - Remote

- Provides services to enhance user experience, with a strong emphasis on research, design thinking and usability testing. I help businesses meet their user's needs with data-driven decisions, in the most engaging and user-friendly way possible through rigorous testing and data synthesis.

2022 - 2023 • UX Design Apprentice

Coursera - Remote

- 6-Month Immersive Professional UX Design Certificate focusing on: User-Centric Design Research [Miro, Trello, Figjam], Visual Prototyping and Wireframing [Figma, Adobe XD, Invision], User Interface Development [Typography, Iconography, Heuristics, accessibility, WCAG], Web Prototyping and Development.

2019 - 2023 • Graphic Designer

Alejandro Casas Design Consulting - Bay Area, CA

- Designed eye-catching visuals & logos for businesses, meeting and exceeding customer expectations.
- Supported promotional campaigns with over 50 illustrations and digital artwork assets, achieving 40% higher client satisfaction.
- Contributed to brand recognition for 3 firms by producing accurate and visually pleasing logos on tight deadlines.

2018 - 2019 • Graphic Design Intern

UDZI - Fremont, CA

- Generated a 20% increase in sales by creating 50 custom web/print graphics designs.
- Enhanced sales by 15% through optimal organization of 500 pieces of merchandise apparel into display layouts.
- Developed 6 design prototypes with efficient typography/iconography elements to deliver relevant messages.

Education

- **UX Design Professional Certificate** - *Coursera* - (2023)
6 Month intensive UX Design certificate program
- **UX Design Specialization Certificate** - *Google* - (2022)
- **B.F.A. Graphic Design** - *Contra Costa College* - San Pablo, CA (In-progress)

Languages

Spanish

Comprehension (*Fluent / Fluent*)

Speaking and Writing (*Fluent / Fluent*)