

ALESSANDRA BARBOSA

DIGITAL PRODUCT DESIGNER

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PROFILE

Digital product designer and researcher with 5 years experience accomplished in the design and implementation of quality interactive experiences for web and mobile platforms, from concept to release. Proven ability to think strategically and collaborate among teams to deliver products in alignment with high-level business objectives and user-centered methodologies.

SKILLS

STRATEGY & PLANNING

User interviews
Competitive analysis
Personas
Workshop facilitation
Usability testing

PRODUCT DESIGN

Information architecture
User flows
Wireframing
Prototyping
Visual design

TOOLS

Photoshop, Illustrator, InDesign
Axure
Invision
Sketch
HTML5, CSS3, jQuery

EXPERIENCE

KONRAD+KING may 2015 - feb 2016

A 7-person design and product strategy firm whose clients include BMC, Kelley Blue Book, Mitchell International and San Diego State University.

User Experience Architect

- Conducted user research and usability testing to connect customer insights with innovative business opportunities. Presented core research findings to diverse client groups.
- Created interactive prototypes and design systems to visualize product concepts.
- Co-facilitated design thinking workshops to develop solutions to complex problems across multiple business units and industries.

SALLY RIDE SCIENCE apr 2011 - may 2015

A -30 person company dedicated to inspiring students to pursue careers in science, technology, engineering and math (STEM) through engaging products and national educational initiatives.

Interaction Designer 06.2013 - 05.2015

- Digital design lead for the comprehensive release of four new educational products for both student and educator audiences. Established design direction and strengthened digital footprint by advocating for products rooted in design research insights and user needs.
- Supported product initiatives by collaborating with internal teams to update web site messaging and build marketing campaigns around user data and web analytics.

Web Designer 04.2011 - 06.2013

- Produced web content, graphics and interactive media for Sally Ride Science websites and related NASA educational programs.
- Assisted in the design and development of a new eCommerce store, an online social network for teachers and an eLearning digital books platform by writing standards-compliant code for cross-platform and cross-browser functionality.

EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO (UCSD)

2006 - 2010

B.S. in Cognitive Science, specialization in Human Computer Interaction (HCI)
Minor in Ethnic Studies

EXTRAS & AWARDS

Completed Certification: Human-Centered Design - Facilitator's Guide by Acumen/IDEO.org

Apr 2016

Startup Leadership Program Fellow (San Diego Chapter)

2014 - 2015

San Diego UX Speakeasy Member Interaction Committee Member

2014 - 2015

1st Place Winner at Startup Weekend San Diego

Aug 2014

NASA Group Achievement Award: GRAIL MoonKAM Mission Operations

2012