Alexander Escalera

alexanderescalera.com | alexander.e1918@gmail.com | 509-398-6318 | linkedin.com/in/alexander-escalera

EXPERIENCE

General Motors - UI/UX Designer | Warren, MI | January 2023 – August 2024

- Worked on cloud provisioning and enterprise analysis tools to enhance data reporting and development.
- Redesigned a data analysis tool to optimize business decision-making, resulting in a 10% increase in usage post-launch.
- Successfully collaborated with PM's, data scientists, and engineers to design a Warranty Power BI Dashboard in Figma.
- Ensured accessible products by following WCAG standards and using contrasting colors, labeled icons, and more.
- Planned and moderated 7 cycles of user Interviews and usability tests using prototypes to find pain points and improve designs.
- Spearheaded branding initiatives by designing release flyers and logo options using Adobe Illustrator and XD.
- Designed low-fidelity and high-fidelity wireframes for multiple products using Adobe XD and Figma.

Principal Financial Group - Data Analytics Intern | Remote | May 2022 – August 2022

- Developed best practices for planning and executing tests of web pages and emails to optimize user engagement.
- Programmed and conducted 4 A/B tests on the company website using Google Optimize and Google Analytics.
- Used data analysis to identify design opportunities that resulted in a 40% increase in engagement from users interested in insurance products.

W. W. Norton & Company - UX Design Intern | Remote | February 2022 – May 2022

- Collaborated with software engineers, project managers, and designers to create features for an ebook reader.
- Conducted a competitive analysis of 6 other education tools to learn about industry trends and standards.
- Designed and prototyped wireframes for multiple-choice question concepts in Adobe XD, adhering to the product's design system.
- Partnered with an accessibility specialist to ensure designs worked with screen readers and magnifiers.
- Wrote a survey to recruit students for usability testing sessions that got over 5000 responses.
- Created a usability testing script to test all Assignable Ebook features like multiple choice questions and interactives.

University of Washington Design Engineering - Research Assistant | Remote | January 2021 – April 2021

- Recruited 13 Spanish Wikipedia editors to understand how non-English speakers contribute to Wikipedia content.
- Moderated and translated 6 one-hour-long interviews from Spanish to English.
- Conducted a heuristic evaluation of the Wikipedia editing process to identify additional areas for user testing.
- Designed low-fidelity wireframes and performed usability tests to gather pain points and make improvements.
- Created a high-fidelity prototype based on Wikipedia's design system and feedback from the usability tests.

King County - Data Science Intern | Remote | October 2020 – May 2022

- Developed a Python script to obtain metadata for files in a cloud storage platform.
- Built a Power BI dashboard to visualize file metadata, leading to a 25% increase of storage space.
- Conducted user interviews with 4 stakeholders to learn about their needs and requirements for the dashboard.

EDUCATION

University of Washington, Seattle, WA | September 2017 – June 2021
Major: Bachelor's of Science - Informatics | Concentrations: Human-Computer Interaction and Data Science
GPA: 3.76 | Dean's List | WSOS Scholar | Informatics Undergraduate Association

SKILLS

Design Skills: Figma, Adobe XD, Adobe Illustrator, Axure, Wireframing, Prototyping, User Journeys, Personas, Accessibility,
Technical Skills:, Google Analytics, Google Optimize, HTML, CSS, Miro, Power BI, Tableau SQL, Python, Data Visualizations
Research Skills: User Interviews, Usability Testing, Survey Research, A/B Testing, Analytics