Gaby Alegre

UX/UI Designer | New York City, NY

gabyalegre.com
gabyjalegre@gmail.com
linkedin.com/in/gaby-alegre
347.437.8776

EXPERIENCE

UX/UI Designer | Logist

Web/Desktop App | B2C Startup | Remote   *Jan 2023 - Dec 2023*

- Contributed to the development of a user-centric MVP design for a live debate streaming website as a key member of a social media tech startup's early founding team
- Developed 70+ wireframes, prototypes, and multiple user flows with documentation to guide product development, working closely with stakeholders and engineering to establish a cohesive and comprehensive design system
- Achieved first place in the New Venture Accelerator 2 pitch competition, hosted by the CUNY Startups Accelerator Program

UX/UI Designer | NextGen Rodeo

Web/Desktop App | B2B & B2C Startup | Remote   *Aug 2023 - Oct 2023*

- Revamped the UX & UI of the management portal for 100+ employees of a start-up that provides specialized rodeo event management software
- Solved usability issues by restructuring element hierarchy and improving visual design of 4 main user flows, engaging with engineering throughout the process to ensure seamless integration with existing features
- Created 20+ wireframes, prototypes, and mockups to visualize design concepts and facilitate effective communication with stakeholders

UX/UI Designer | Literacy Alliance

Web/Desktop & Mobile App | Non-profit | Remote   *Jan 2023 - Aug 2023*

- Led the end-to-end design of desktop and mobile versions of a management portal for a non-profit committed to improving literacy levels in their community, benefiting 65+ children and 20+ adults
- Delivered wireframes, prototypes, and 40+ hi-fidelity mockups with comprehensive documentation, informed by user research and usability testing, ensuring a user-friendly and accessible web app for 30+ volunteers
- Built and defined the organization's design system to ensure consistency and responsiveness across 2 platforms

UX/UI Designer | The Remake Project

Web/Desktop App | Non-profit | Remote   *Dec 2022 - Jan 2023*

- Spearheaded the redesign of a landing page for a non-profit dedicated to waste reduction and upcycling, leveraging heuristic and competitive analyses to achieve a 15% increase in page views and a 12% decrease in bounce rate
- Enhanced UX & UI through iterative mockups, maintaining consistency with established branding and design system

UX/UI Designer | Prima Pasta

Mobile App | B2C | Remote   *Sep 2022 - Nov 2022*

- Led the end-to-end design of a user-centric B2C mobile food ordering app for a small business and collaborating closely with stakeholders to ensure alignment with strategic objectives
- Conducted in-depth usability testing and implemented findings in 20+ hi-fidelity wireframes, prototypes, and cohesive design system, producing a mobile-first, user-centered dashboard with prioritized content

EDUCATION

Bachelor's of Arts Degree

Stony Brook University | May 2020
BA in Psychology with Concentration in Marketing

User Experience Design Certificate

Google | Nov 2022
Online course with 200+ hours of instruction

SKILLS

Design

Sketching, Wireframing, Prototyping, Storyboarding, User Flows, Design Systems, User Experience / UX Design, User Interface / UI Design, Responsive Design, Product Design, Visual Design, Design Systems, Information Architecture

Research

User Interviews / Testing / Research, Competitive, Analysis, Heuristic Evaluation, Usability Testing, Journey / Affinity Mapping, Stakeholder Interviews, Card Sorting, Surveys

Tools

Figma, Adobe XD / InDesign, Squarespace, Maze, Miro, InVision, Microsoft Office Suite, Google Suite

AWARDS

New Venture Accelerator 2

CUNY Startups | May 2020
Won first place in the NVA2 pitch competition