ALEYNNA QUIÑONES

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DESIGN EXPERIENCE

Freelance Designer - *ReFind Space*   **February 2025 - April 2025**

- Designed and developed a custom website for a local business, advancing their digital presence and increasing their traffic by 100%.
- Crafted brand guidelines to establish a cohesive visual identity while maintaining accessibility standards in line with WCAG.
- Built and launched a fully responsive site using HTML and CSS, ensuring optimal performance across mobile and desktop devices.

Freelance Designer - *Pilgrim Fence Co*   **June 2024 - September 2024**

- Led the website redesign, focusing on improving site navigation for an older audience through clear CTA implementation and increasing lead conversion through a streamlined contact form.
- Developed unique user personas and brand guidelines to align visual identity with the company's core business values of credibility, community, and quality.

Freelance Designer - *Gabra Performance*   **June 2024 - August 2024**

- Crafted a custom UI library and strong visual identity for a novice personal trainer's website to clearly promote their client services.
- Utilized various UX methodologies, such as competitive audits and user interviews, to ensure an intuitive and streamlined user check-out and inquiry process.

Design Lead - *Fitly*   **July 2024 - August 2024**

- Led 1-on-1 interviews and analyzed surveys with nearly 100 participants to identify user needs and pain points, narrowing down the target audience for a workout planner app.

Design Lead, Jupiter CRM - *The Audacia Company*   **April 2024 - July 2024**

- Conducted user research for a restaurant CRM platform to track income, revenue, and inventory, ultimately leveraging insights from competitive audits and 1-on-1 interviews to develop lo-fidelity wireframes.

EDUCATION

Lesley University - Cambridge, MA

BS in Design for User Experience - Minor in Web Design

SKILLS

UX Methods: Wireframing, Prototyping, User Testing, Affinity Mapping, Empathy Mapping, Personas, Competitive Audits, Card Sorting, 1-on-1 Interviews, Component Libraries, Design Systems, Visual Design, Design Thinking

Tools & Other: Figma, Adobe XD, Procreate, InDesign, Photoshop, Webflow, Miro,HTML/CSS, GitHub,

CERTIFICATES

Google UX Design Professional Certificate - Online

January 2023 - January 2024