

ALEYNNA QUIÑONES

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DESIGN EXPERIENCE

ReFind Space - Designer

February 2025 - April 2025

- Designed and built the first website for ReFind Space, a local furniture resell company, establishing a strong digital presence where their customers could easily access newly posted inventory.
- Crafted brand guidelines to establish a cohesive visual identity while maintaining accessibility standards in line with WCAG.

Pilgrim Fence Co - UX Designer

June 2024 - September 2024

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

Gabra Performance - UX Designer

June 2024 - August 2024

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

Fitly - UX Researcher

July 2024 - August 2024

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

The Audacia Company, Jupiter CRM - UX Designer

April 2024 - July 2024

- Leveraged insights from competitive audits and 1-on-1 interviews to develop lo-fidelity wireframes for a restaurant CRM platform aiming to track revenue, expenses, and inventory.

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