

Seattle, WA • lidia.ochoa@uxbylidiaochoa.com • 936-253-9297

LinkedIn: www.linkedin.com/in/lidia-ochoa • Portfolio: https://www.uxbylidiaochoa.com/

## **SUMMARY**

UX designer and accessibility advocate turning deep user research into inclusive, WCAG-compliant products. 5+ years using data to accomplish goals and bridge gaps as an educator, tutor, and assistive-tech specialist. Native Spanish speaker, adept at cross-cultural research; looking to join a Seattle-area team focused on human-centered product design.

## **CORE SKILLS**

UX Research • Interaction & Visual Design • Accessibility (WCAG 2.2) • Rapid Prototyping • Usability Testing • Inclusive Design • Data Analysis

## **TECHNICAL TOOLKIT**

Design & Prototyping: Figma (Adv), Webflow (Adv) | Accessibility: WCAG audits (Int) | Graphic design: Adobe Suite (Int)

## **SELECTED UX PROJECTS**

# Budget App (Google UX Capstone) | Lead UX Research & Design | Feb 2025 - Jun 2025

- Budget creation flow <3 min with a 100 % success rate (n=10) and 90 User Satisfaction Score.
- Conducted 4 user interviews + competitive audit; iterated via two usability rounds (task success  $70\% \rightarrow 90\%$ ).
- Built WCAG 2.2 AAA-compliant design system in Figma; delivered responsive prototypes.

# ComBoard - Eye-Gaze Communication Keyboard | Lead UX Research & Design | May 2024 - Oct 2024

- Drove 9.8× usage increase and 5/5 user rating by co-designing cluster-based gaze keyboard.
- Performed recurring empathy interviews with the user via eye-gaze selections; created minimal-motion UI and custom phoneme icons to reduce cognitive fatigue.

# **PROFESSIONAL EXPERIENCE**

# Full-Time In-School Assistive-Tech Aide | Brocks Academy, Seattle, WA | Apr 2024 - Jun 2025

- Enabled 12th-grade student with cerebral palsy to maintain 3.4 GPA across Calculus II, Neuroscience, Art & more.
- Invented 'ComBoard' eye-gaze communication board in Figma; boosted spontaneous essay length several sentences/paper.
- Coordinated daily with faculty & parents; quoted by teacher: "It's been great to hear more of Julie's voice in class."
- Award support: student earned Senior Mathematics Recognition 2025.

# Private Tutor (Part-Time, Self-Employed) | Seattle, WA | 2023 - Present

- Tutored 10 students (ages 8-18 & one adult) across Algebra II, ACT prep, drawing & more; sessions 2-4 h/wk each.
- Raised ACT composite from 28 → 34; turned two failing grades into B averages within one semester.
- Adapted methods for neurodivergent and Spanish-only learners; iterated worksheets and activities via learner feedback.

# Mathematics Teacher & Department Lead | Bob Hope High School, Port Arthur, TX | Aug 2021 - Dec 2023

- Led 5-teacher department in weekly data review, planning, and collaboration PLC meetings; deployed data-driven curricula that lifted Algebra I EOC pass rate 140 %.
- Awarded Rookie Teacher of the Year 2022 for project-based assessments and ed-tech integration including use of Khan academy dashboard, interactive GeoGebra and Desmos classroom activities.

#### **EDUCATION**

Google UX Design Professional Certificate | Coursera/Google | Expected Jul 2025 B.A. Religious Studies | Rice University | May 2021

## **CERTIFICATIONS**

UXCEL - UX Design Foundations, UI Components I, Wireframing, UX/UI Designer Professional Certification