



# Lidia Ochoa

Educator + UX/UI Designer

## About Me

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.

## Professional Experience

### Full-Time In School Assistive Tech Aide

04/2024 - 06/2025

Brock's Academy

Woodinville, WA

- Supported 12th-grader with cerebral palsy in maintaining 3.4 GPA across Calculus II, Neuroscience, Art & more.
- Designed *ComBoard* eye-gaze communication board in **Figma**; boosted spontaneous essay length several sentences per paper.
- Coordinated daily with faculty & parents to ensure student success and classroom participation.
- Applied an **educational journey mapping** approach, aligning student learning objectives with assistive technology workflows.
- Student earned Senior Mathematics Recognition 2025.

### Private Tutor (Part-Time)

2023 - Present

Self-Employed

Seattle, WA

- Tutored 13 students (ages 8 – adult) across Algebra II, Geometry, ACT prep, Spanish, Civics, drawing & more.
- 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 materials via learner feedback.
- Used **persona-like learner profiles** and **affinity mapping** of error patterns to redesign lessons and improve outcomes.

### Mathematics Teacher & Department Lead

08/2021 - 12/2023

Bob Hope High School

Port Arthur, TX

- 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 (Khan Academy, GeoGebra, Desmos).
- Approached lesson planning with **information architecture–style structuring** of complex content into modular, reusable flows.

## Featured Projects

Lead UX Research & Design

### BudgetApp

02/2025 - 06/2025

- 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%→90%).
- Built **WCAG 2.2 AAA-compliant design system** in Figma; delivered adaptive prototypes.
- Applied **information architecture, journey mapping, and personas** to define feature priorities.

User Research Wireframing Prototyping Usability Testing  
WCAG 2.2 Responsive Design

### ComBoard - ETRAN Inspired Digital Keyboard

05/2024 - 10/2024

- 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 to reduce cognitive fatigue.
- Developed **inclusive design system** and **responsive UI components** for diverse accessibility needs.
- Leveraged **affinity mapping** and **journey mapping** insights from user interaction data to refine prototypes.

Inclusive Design Design System User Research Prototyping  
Usability Testing

## Contact

- ✉ lidia.ochoa@uxbylidiachoa.com
- ☎ +1 (936) 253-9297
- 📍 Seattle, WA
- 🌐 www.uxbylidiachoa.com
- 🌐 www.linkedin.com/in/lidia-ochoa

## Skills

### Design Skills

User Research Wireframing  
Prototyping Usability Testing  
Information Architecture  
Journey Mapping Personas  
Affinity Mapping Inclusive Design  
Responsive Design Systems

### Tools

Figma Webflow Miro  
Adobe Suite WCAG Audits

## Education

### Bachelor of Arts in Religious Studies

Rice University 05/2021

### Google UX Design Certificate

Coursera/Google 08/2025

### UXCEL Certifications

UX Design Foundations; UI Components I; Wireframing; UX/UI Designer Professional Certification