

ALYSSA BAUTISTA

UX DESIGNER & RESEARCHER

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EXPERIENCE

UX DESIGNER | Audi, Porsche & Volkswagen

November 2016 - Present

Focused on reinventing the In-Car UX for the year 2021 & beyond for VW, Audi, Porsche, Lamborghini & Bugatti

UX RESEARCHER | Mercedes-Benz USA, LLC.

March 2016 - June 2016

Collaborated with the Advanced UX Design Research team on all aspects of luxury cars

UX RESEARCH ASST. | Gigamon LLC.

January 2015 - August 2015

Worked directly with the Sr. UX Designer as a repository of research-based usability knowledge

UX PROJECTS

VEHICLE REDESIGN | Mercedes-Benz

Collaborated with IDEO & Google designers to redesign commercial goods vehicles for better driver retainment

FUTURE UI INFOTAINMENT STUDY | Mercedes-Benz

Held user studies, testing two different concepts for qualitative & data-driven analysis

EDUCATION

NIELSEN NORMAN GROUP

Interaction Design Certification

January 2017 - Present

GENERAL ASSEMBLY

User Experience Design Immersive

August 2015 - November 2015

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Arts in Sociology & Anthropology

August 2008 - May 2012

UX SKILLS

RESEARCH

- ✓ Contextual Inquiry
- ✓ Data Analysis
- ✓ Competitive Analysis
- ✓ User Personas
- ✓ User Interviews
- ✓ Focus Groups
- ✓ Usability Testing
- ✓ Heuristic Analysis
- ✓ Survey Development
- ✓ A/B Testing

DESIGN

- ✓ Wireframing
- ✓ Rapid Prototyping
- ✓ Information Architecture
- ✓ Storyboards
- ✓ Agile UX Methods

SYNTHESIS

- ✓ Affinity Diagrams
- ✓ Card Sorting

TOOLS / LANGUAGES



Sketch3



Balsamiq



AxureRP



Kactus 2



InVision



Adobe
Illustrator



HTML



JS



CSS



Qt