

ALYSSA BAUTISTA

User Experience Researcher

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www.alyssabautista.com

I'm focused on uncovering the true nature of users by asking the right questions.

EXPERIENCE

UX Design Researcher - Volkswagen Group, USA
Nov 2016 - present

Our team works on research & design for software across Volkswagen Group brands, most notably in the autonomous space. I specialize in leading & conducting agile, Qualitative studies with UX Designers & Developers.

UX Researcher - Mercedes-Benz R&D, USA
Mar 2016 - July 2016

Our team collaborated with Google & IDEO designers on redesigning commercial goods vehicles. I ran ethnographic field studies for Needfinding projects.

UX Research Assistant - Gigamon, LLC
Jan 2015 - Aug 2015

Worked directly with the Senior UX Designer as a repository of research based knowledge. I supported communications between PMs, Marketing & UX Designers.

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EDUCATION

NIELSEN NORMAN GROUP
Interaction Design Certification
2017 - present

GENERAL ASSEMBLY
UX Design Immersive
2015

UC BERKELEY
B.A Sociology & Anthropology
2008 -2012

SKILLS

Research

Qualitative studies, Contextual Inquiry, Data Analysis, Card Sorting, Ethnography, Participatory Design, Hueristic Evaluation, Competitive Analysis, Survey Development, Usability Testing, Affinity Diagrams

Design

Agile UX, Rapid Prototyping, User Journeys, User Flows, Personas, Low & Mid fidelity Wireframes & Mock ups, Inclusive Language. A/B Testing

Languages

HTML, CSS, QT QML

Tools

Sketch, Adobe Suite, Kactus, Invision, Git, Balsamiq, Axure, SurveyMonkey, Ethnio,