**Alicia Colina-Ashby** • **UX DesIGNER**

Dallas, TX •972-670-3472 • uxalicia.com • ux.alicia@gmail.com

I am an established UX professional who is intensely fascinated with studying human behavior. What I learn from this process gives me empathy for users and stakeholders and an appreciation for their needs. It empowers me to consistently deliver greatly improved, or if necessary, entirely new user experiences. I have spent over five years collaborating and designing in the areas of Healthcare, Industrial and HVAC, and am ready to tackle new challenges and opportunities.

# SKILLS

Team Player, Critical Thinker, Empathy, Ideation, Iteration, Problem Solver, Collaborator, Creativity, Rapid Prototyping, Research, Facilitating Design Thinking, Attention to Detail, Self-Starter,   
Highly Organized, User Experience Design, User Interface Design, Wireframing, Usability Testing, Information Architecture

**SOFTWARE**  
Figma, Adobe XD, UserZoom, Adobe InDesign, Adobe PhotoShop, Adobe Illustrator, Miro and Jira

# EDUCATION

Interaction Design Foundation, UX Certificate, 2020 & Design Thinking Certificate, 2019  
University of Texas at Austin , B.S. in Communication

# WORK EXPERIENCE

**Johnson Controls** (JCI) (May 2023 to present)   
Senior User Experience Designer

Designed and Researched for Solution Navigator, the JCI platform for setting up and maintaining solutions for buildings both business and residential.

* Collaborate with designers, researchers and business partners to identify user needs and craft user based solutions
* Lead small research efforts to create data informed user based solutions
* Work with minimal direction and collaborate with senior teammates and leadership
* Gather actionable insights from design and research deliverables
* Create workflows, wireframes, prototypes, sketches, personas, journey maps, competitive assessments to explore and validate ideas
* Create detailed final designs for development
* Using problem solving to create experiences that are best for the user across desktop, mobile and enterprise software

**Blue Cross Blue Shield of North Carolina** (September 2022 to February 2023)   
User Interface Design Analyst Remote

Designed web and app pages for Blue Connect NC, the one stop shop for users to find a doctor,  
estimate cost and find coverage details. I also assisted with Design System maintenance.

* Represented the voice of the user while keeping business needs in mind
* Drove user-experience design and process improvements
* Proactively identified and communicated issues and opportunities to team
* Ensured user-friendly, consistent design and copy through collaboration with  
  content designers
* Identified, understood and prioritized user needs and workflows with research-based data
* Developed user experience documentation (wireframes and flows) detailing  
  proposed solutions
* Evaluated UI design at all stages of the development lifecycle

**Alight Solutions** (October 2021 to June 2022)   
User Experience Designer + Visual Designer Remote

Modernized dashboard for Customer Service Representatives (CSR) with a complete overhaul   
after ten years without an update. Gathered present-day requirements from the stakeholders as well as gathering research on the biggest pain points of the CSR in serving the customers calling in. Many underlying details revealed, which helped move the dashboard along toward being a more usable, modern tool.

* Brought user-centered concepts to life while supporting business objectives in   
  collaboration with stakeholders, developers and UX colleagues
* Developed, refined, and implemented high quality customer experiences using  
  strong information architecture, visual design, and customer experience skills
* Created prototypes that demonstrated the vision and project requirements for  
  functionality developed by participating in reviews and testing with digital  
  products
* Articulated design rationale and presented work to colleagues and stakeholders
* Worked within an established Design System by leveraging guidelines and toolkits

**SiriusXM Connected Vehicle** (March 2017 to September 2021)   
UX Designer/Marketing Manager

* Introduced Design Thinking principles to the Marketing team to improve the email user   
  experience and reduced email reading time by over 60%
* Worked alongside the team to create a department process to best use efficiencies,   
  increase speed to market and increase development of communications to serve  
  users better
* Built multi-fidelity artifacts, personas & user flows using Adobe Creative Cloud
* Built wire frames and multi-fidelity prototypes for user testing and demonstrations with XD

**Fahrenheit** **32 Heating and Air Conditioning** (January 2018 to January 2020) (Part-Time)  
User Experience Designer Remote  
  
 Designed an app in collaboration with stakeholders, researchers and developers,   
 alerting homeowners and HVAC repair technicians to system performance issues leading   
 to proactive solutions.

**Holland America Cruise Line** (June, 2019, Volunteer)  
User Experience Designer  
  
 Initiated an informal research study, recruiting fellow passengers and using pencil, paper   
 and tablet to find and iterate solutions to a faulty fixture issue using Design Thinking and   
 UX best practices. Submitted results to Holland America Provisioning staff.

**Is2tea** (January 2009 to January 2010)  
Art Director + UX Designer

Designed four page website based on user research for new tea company based in   
 New Mexico. Designed logo, print collateral and packaging.

**Freelance/Full-Time** (January 2006 to January 2016)  
Art Director/Sr Art Director  
  
 Worked with many different clients on campaigns to do everything from promoting a new   
 product or to increasing a brand’s online presence and conversion as well as brand  
 identities, information architecture and brand voice.