

# Allinson Chavez-Ortega

UX DESIGNER/EDUCATOR

New York, NY

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## SUMMARY

I design for better user experiences and business success, backed by a decade of teaching experience and a goal-driven mindset.

## EXPERIENCE

**Cleaning Path Corp.**, New York, NY — *UX Strategist / Business Development*

APRIL 2023 - DECEMBER 2023

- Spearheaded the redesign of a small business website and business cards, seamlessly integrating their existing brand system to establish a unified and visually cohesive online and offline presence.
- Effectively supervised work sites and efficiently managed payroll services, contributing to streamlined operations and workforce management for the company.
- Played a pivotal role in facilitating company growth through the acquisition of certifications and ensuring compliance with local and state laws and regulations.

**Tiny Docs**, Chicago, IL — *Remote Freelance UX/UI Designer*

JANUARY 2023 - FEBRUARY 2023

- Collaborated with a team of UX designers to implement an onboarding/registration process and create a B to C parent portal.
- Conducted user interviews to gather and implement insights into design solutions.
- Designed and tested lo-fi and hi-fi prototypes with the help of usability testing to improve user experience.

**New York City Department of Education**, New York, NY — *Special Education Paraeducator*

SEPTEMBER 2012 - NOVEMBER 2022

- Communicating and advocating needs of students from an academic standpoint.
- Organized, prepared and discussed lesson plans and materials for instructional use.
- Used critical thinking, observing students learning behavior and formulating teaching methods to their needs.

## VISUAL DESIGN SKILLS

- Sketching
- Wireframing
- Prototyping
- UX/UI Design
- Marketing Products

## USER DESIGN RESEARCH SKILLS

- User Interviews
- Persona Creation
- Qualitative and Quantitative Research Practices
- Usability Testing
- Information Architecture & Flow

## WEB TOOL SKILLS

- Basic HTML/CSS
- Figma/Figjam
- Canva
- Adobe XD

## EDUCATION

**General Assembly**, New York, NY — *User Experience Design*

**Touro College**, New York, NY — *Bachelor of Arts - Psychology and Education*

Magna Cum Laude 3.7 GPA