

ALINA AQUINO

Portfolio | LinkedIn | alinaquino@gmail.com | 510.366.4187 | Los Angeles, CA

EXPERIENCE + KEY ACCOMPLISHMENTS

UX Designer II, Riot Games | Nov. 2021 – Feb. 2026

- Led end-to-end growth UX for Riot Mobile, scaling the platform from 1M to 5M active users through high-impact acquisition, onboarding, authentication, and social systems across mobile, web, and console.
- Owned top-of-funnel growth loops, designing login, MFA, and onboarding flows that reduced drop-off at sign-in and contributed directly to 5x user base growth and sustained retention on Riot Mobile.
- Led Chat 2.0, a full overhaul of Riot Mobile's social layer. Redesigned group chat, friend requests, Discord integration, and web-to-mobile interactions to deepen engagement and increase DAU for social features.
- Built high-fidelity, functional prototypes using Cursor and Figma to pressure-test designs with real data before engineering investment, accelerating decision-making in high velocity sprints.
- Translated ambiguous, cross-platform growth problems into scoped design strategies and presented multiple directions to senior leadership with clear data-driven rationale and interaction level craft.
- Architected scalable Figma component libraries (variables, tokens, auto-layout, interactive prototypes) that served as the benchmark for the design org and standardized UI across global flows.
- Ran A/B tests and usability studies iteratively; shipped improvements that raised app store ratings from 4.2 to 4.8 (iOS) and 4.6 (Android).
- Mentored junior designers and drove cross-functional alignment across product, engineering, and research, serving as co-architect on roadmap decisions rather than just a design executor.

Game UX Designer, Replicant AD | Apr. 2021 – Oct. 2021

- Collaborated directly with senior leadership to define product vision and iterate on UI layouts within Unity, balancing mechanical depth with intuitive navigation.

UI/UX Designer, Freelance | Feb. 2020 – Present

- Executed end-to-end design for web and mobile platforms, optimizing user flows to drive conversion and brand loyalty for a diverse client portfolio.
- Aligned business objectives with user needs through rapid prototyping, delivering intuitive design solutions to various industry stakeholders.

Archaeologist, SWCA Consultants | May 2013 – Jul. 2015

- Conducted field research and applied ethnographic methods to deliver data-backed reports to diverse stakeholders; foundational skills now used to maps user mental modals and information architecture.

SKILLS

Design & Strategy: Top-of-Funnel Acquisition, Conversion Optimization, App Retention, Engagement Loops, Social UX, Cross-Platform Systems, Mobile-First, Information Architecture

Researching & Testing: A/B Testing, Usability Testing, Qualitative Research, Heuristic Evaluation, Data-Driven Iteration

Prototyping & Tools: Figma (Expert), Cursor, Framer, ProtoPie, Adobe Creative Cloud, Unity UI Toolkit, HTML/CSS, Miro, Jira, Notion

Collaboration: Cross-Functional Leadership, Executive Presentations, Roadmap Partnership, Agile/Scrum, Workshop Facilitation

EDUCATION + PROFESSIONAL DEVELOPMENT

Designlab | UX Academy

Master of Arts, Anthropology | University of Nevada, Las Vegas

Bachelor of Science, Anthropology | California Polytechnic State University, Pomona