

ALINA AQUINO

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

EXPERIENCE + KEY ACCOMPLISHMENTS

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

- Designs web and mobile experiences for a diverse client portfolio, aligning business objectives with user needs through rapid prototyping, wireframing, and data-driven iteration.
- Aligns business goals with creative execution through rapid prototyping, layout iteration, and data-driven visual adjustments.

UX Designer II (Product Design), Riot Games | Nov. 2021 – Feb. 2026

- Served as sole UX lead on Riot Mobile, a consumer mobile platform scaled from 1M to 5M+ users, owning end-to-end design across iOS, Android, and responsive web surfaces.
- Led the ground-up redesign of Riot Mobile's social experience from early sketches through release, applying modern UI patterns and component-driven practices to deepen player engagement.
- Owned end-to-end design for social and identity systems (accounts, onboarding, social) from discovery and IA through production and launch, working within brand guidelines and accessibility standards across mobile, web, and console.
- Built and maintained a scalable Figma design system (variables, tokens, auto-layout, interactive prototypes) adopted team-wide, ensuring pixel-perfect, high-fidelity execution and visual consistency.
- Developed wireframes, user flows, and high-fidelity prototypes across consumer and internal-facing surfaces, maintaining visual consistency while adapting to varied audiences and technical constraints.
- Conducted qualitative and quantitative research directly with players, translating insight into iterative improvements that raised platform ratings from 4.2 to 4.8 (iOS) and 4.6 (Android).
- Partnered daily with engineering, product, and research through discovery and delivery, presenting design strategy and rationale to technical and non-technical stakeholders.
- Mentored junior designers and led design critiques, raising craft and quality standards across the team.

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

- Partnered with senior leadership in a small, fast-moving team to define product vision and iterate on UI layouts within Unity, balancing mechanical depth with intuitive navigation for gaming audiences.

Archaeologist, SWCA Consultants | May 2013 – Jul. 2015

- Applied ethnographic research and stakeholder communication skills that now inform qualitative user research, mental model mapping, and translating user insight into product direction.

SKILLS

Design & Strategy: 0→1 Product Design, Visual & Interaction Design, Layout & Typography, AI-Powered Design Workflows, Cross-Platform & Social Systems, Mobile-First Design, Systems Thinking, Motion

Researching & Testing: Ethnographic & Qualitative Research, User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation

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

Collaboration: Founder & Cross-Functional Partnership, Storytelling, Stakeholder Communication, Executive Presentations, 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