

# ALINA AQUINO

UX Designer and Researcher

## WORK EXPERIENCE

### UX Designer II — Riot Games

NOV 2021 - PRESENT (REMOTE)

- Successfully presents and communicates design ideas, vision, and strategy across disciplines.
- Demonstrates a deep understanding of player needs, motivations, and behaviors.
- Delivers appropriate design artifacts for Mobile team (journey maps, flows, wireframes, prototypes, etc.)
- Designs UX improvements and new features that boost mobile app store ratings (4.6 stars on Android, 4.5 stars on iOS as of Apr 2024).

### Freelance UI/UX Designer

FEB 2020 - NOV 2021 (REMOTE)

- Designed intuitive visual mockups for a broad range of clientele that drove user acquisition and retention metrics while still working within clientele guidelines.
- Implemented designs saw an 86% increase in overall user interaction.
- Boosted individual client revenue to \$100M.

### Anthropologist — SWCA Consultants

MAY 2014 - JUL 2015 (LAS VEGAS, NV)

Initiated cultural preservation projects using qualitative research methods: 1:1 interviews, diary studies, ethnographies.

## GAME PROJECTS

### UX Designer — “The Detective”

OCT 2021 - NOV 2021 (REMOTE)

Led UX direction on a team of six to design an 8bit puzzle RPG for Scream Jam 2021. Successfully created user flows, puzzle logic, journey maps, and menu comps that were critical to overall player experience.

### UI/UX Designer — “Bees Against the World”

SEP 2021 - OCT 2021 (REMOTE)

Worked with team of five to develop a retro aesthetic top down action RPG for the 32bit Game Jam 2021. Created user flows, task flows, journey maps, and storyboards to chronicle player experience.



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## EDUCATION

### California Polytechnic State University, Pomona

BS Anthropology

JUN 2013

### University of Nevada, Las Vegas

MA Anthropology

DEC 2015

### Designlab

AUG 2021

## TOOLS

Adobe Creative Cloud

Figma

HTML/CSS

Jira

Miro

Notion

ProtoPie

Unity

## SKILLS

Ethnographic Observation

Heuristic Evaluation

Information Architecture

Prototyping

Usability Testing

User Research

Wireframing