

ALINA AQUINO

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

EXPERIENCE + KEY ACCOMPLISHMENTS

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

- Led end-to-end UX strategy for Riot's live-service mobile ecosystem, owning social, community, onboarding, and account features to ship scalable player-facing experiences used by millions across mobile, web, and console.
- Built high-fidelity prototypes and component systems in Figma to validate interaction patterns, refine user flows, and de-risk engineering investment.
- Revamped Riot Mobile's social experience (Chat 2.0), overhauling group chat, friend requests, Discord integration, and web-to-mobile interactions to create a unified social layer across platforms.
- Redesigned authentication system UX, including multi-factor authentication and QR code login, translating complex security requirements into intuitive, low-friction, player experiences.
- Drove mobile game app growth from 1M to 4M users following in-game launch with iterative UX refinements increasing MFA adoption and repeat engagement.
- Shipped UX improvements and new features that raised app store ratings to 4.6 (Android) and 4.8 (iOS).

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

- Designed user-centered visual mockups for diverse client portfolio, balancing brand guidelines with usability best practices to support acquisition and retention goals.
- Partnered with stakeholders to translate user needs and business objectives into clear, intuitive design solutions.

Digital Media Coordinator, Clear Channel Outdoor | Dec. 2016 – Dec. 2020

- Managed and optimized large-scale digital billboard experiences across Southern California, designing for high-traffic, low-attention environments where users had seconds to engage.
- Tracked and analyzed key performance metrics to assess effectiveness, iterate on creative approaches, and improve overall campaign ROI.

Archaeologist, SWCA Consultants | May 2013 – Jul. 2015

- Conducted field research and documentation across complex, ambiguous environments to deliver clear, data-backed reports to diverse stakeholders under tight timelines.

SKILLS

Design & Strategy: End-to-End Growth UX, Social UX, Community Features, Cross-Platform Social Integrations, Mobile First, Interaction Design, Systems Thinking, Design Thinking, Information Architecture, Interaction Design

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

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

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

EDUCATION + PROFESSIONAL DEVELOPMENT

Designlab | UX Academy

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

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