

# Alyssa Odeste (she/they)

A flexible designer craving to develop powerful pieces of brand identity and user experience accessibility. My empathic dedication to research helps me connect with others, grasp new skills, and create boundlessly.

## PROFESSIONAL SKILLS

### Research

- Develops effective research interview protocols based on applicable literature, peer-reviewed content, and online trends
- Objectively runs interviews with target users and/or research participants while empathically creating a comfortable participation space
- Codes interviews to group data points to transform into usable insights
- Identifies data trends utilizing affinity maps created from coded interviews to inform design choices and changes

### Iterative Design

- Explores captivating design through brainstorming, brand goals, online trend evaluation, for initial iterations
- Tests designs and layouts iteratively, from initial Wireframing and Lo-Fi explorations for navigation, to Mid-Fi explorations for base design and interactivity, and to Hi-Fi for product development
- Purposefully determines design choices combining research and testing flows

### Accessibility

- Consciously applies WCAG and ADA considerations throughout the design process
- Experience working with individuals who are Blind or have Low Vision (BLV) in research applications
- Conducts research with a wide range of abilities to expand product/design accessibility

## EDUCATION

### DePaul University / Graduated with Distinction / GPA: 4.0

September 2022 - June 2024

MS in Human Computer Interaction

### DePaul University / Summa Cum Laude

September 2017 - June 2021

BA in Advertising / Minors: Graphic Design & User-Experience Design

Dean's List: Winter 2017 - Spring 2021

1650 Grove Ave. Unit B  
Schaumburg, IL. 60193  
(847) 912-2670  
[ajodeste@gmail.com](mailto:ajodeste@gmail.com)

### Portfolio:

[alyodesign.com](http://alyodesign.com)

## TECHNICAL SKILLS

- Microsoft: Word, PowerPoint, Excel
- Adobe: Illustrator, InDesign, Lightroom, Photoshop, Spark, XD
- Final Cut Pro
- Visual Studio Code
- User Research and Web Design
- Basic Front End Coding: HTML/CSS/Bootstrap

## WORK HISTORY

### Freelance Designer

2018 - PRESENT

- Conceptualizes and designs icons, posters, album covers, and more
- Crafts deliverables both virtual and physical, from online branding to custom t-shirt printing
- Updates clients consistently on progress
- Ensures projects are completed by deadlines

### Aldi Cashier

2019 - 2020

- Exceeded efficiency standards by scanning about 40 items per minute
- Adapted to complete all responsibilities independently, running the entire store in a group of 3
- Maintained and counted a 100% accurate cash drawer for every shift