

Alyssa Odeste (she/they)

My empathic dedication to problem solving helps me connect with others, grasp new skills, and create boundlessly. I intend to utilize my research knowledge to assist others in their goals, exploring their passions and supporting life objectives.

EDUCATION

DePaul University / Graduated with Distinction / GPA: 4.0

September 2022 - June 2024

MS in Human-Computer Interaction / Focus in UX Design and Research

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

PROJECTS

On Improving Entertainment Recommendations

HCI 445 - User Research Methods | Fall 2023

- 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 fostering a comfortable participation space
- Codes data points in Atlas.ti, transforming data into usable insights, such as a Persona Spectrum, to improve user experience

Cleaneró: Multi-channel Smart Water Filter

HCI 430 - Prototyping and Implementation | Fall 2023

- Leads cooperative brainstorming/charettes, brand goal creation, and competitive analysis evaluations for initial iterations
- Tests designs and layouts iteratively, developing an initial Wireframe to Mid-Fi and to a Hi-Fi prototype by utilizing physical and digital mediums
- Maintains and troubleshoots proper user flow throughout prototype
- Creates informed design pathways that allow users to reach their goals through independent and direct guidance

Multisensory Experiences to Aid BLV Patrons at Museums

HCI 511 - Accessibility Considerations in HCI | Spring 2024

- Conducts Literature Review using the ACM Digital library to establish museum accessibility habits and standards
- Facilitates research with individuals who are Blind or have Low Vision (BLV) to expand design accessibility using empirical evidence
- Consciously applies WCAG and ADA considerations and user data when exploring solutions and sorting them into a Priority Matrix

Schaumburg, IL. 60193

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Design Portfolio:

alyodesign.com

TECHNICAL SKILLS

- Microsoft Office Suite
- Adobe Creative Suite
- UX Design Processing and Thinking
- Research: Optimal Workshop, Atlas.ti, MRI-Simmons, JSTOR, Weiss Financial Ratings
- Usability Testing, Informational Architecture Evaluation
- Basic Front End Coding: HTML/CSS/Bootstrap

WORK HISTORY

Aldi - Cashier

2019 - 2020

- Improved customer experience by expediting checkout, especially during peak times, scanning around 40 items per minute
- Adapted to independently manage the store assisting in a group of three
- Maintained and counted a 100% accurate cash drawer

VOLUNTEER HISTORY

Friends of the Library

Roselle Public Library - Graphic Designer & Donation Sorter
May 2025 - Present

Almost Home Foundation - Dog Handler

February 2025 - Present