



# Annalisa Aldana

## UX DESIGNER

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## EDUCATION

### PHD, ARCHITECTURE + DESIGN

2013 || Virginia Tech-WAAC || Alexandria, VA

### MASTERS OF LANDSCAPE ARCHITECTURE

2005 || Virginia Tech-WAAC || Alexandria, VA

### BA, SPANISH + PORTUGUESE WITH HONORS

2000 || University of Texas || Austin, TX

## SKILLS

- Human-centered design, design thinking, UX research, personas, user journeys, competitive audit, feasibility studies, low-fi + high-fi wireframing, prototyping, user testing, interviews and typography.
- Figma, Adobe Creative Suite: XD, Photoshop, Illustrator, InDesign, and Lightroom. AutoCAD, ArcView GIS, and Sketch-Up.
- Digital and hand renderings and multi-media integration.
- Collaborative multidisciplinary teamwork and presentation skills.
- Speak, read, and write Spanish fluently. Working knowledge of Portuguese.

## CERTIFICATIONS

- Google UX Design Professional Certificate (7 courses), March 2022.
- MIT Sloan Mastering Design Thinking Course + Certificate, 2020.
- Virginia Tech Mastery of Online Teaching Course + Certificate, 2016.
- Chicago Botanic Garden Regenstein School: Healthcare Design Workshop and Certificate, 2008.
- Mike Lin Rendering Graphics Workshop, San Francisco. 2006.

## SUMMARY

As a UX designer, experienced landscape architect, and photographer my work has a strong sense of composition, balance, and simplicity. As a professor in landscape architecture and architecture and years working in that profession, I intimately understand human-centered design, how to listen and prioritize users' needs, alleviate pain points, focus in on and fine tune details, and facilitate collaborative brainstorming sessions and dialogues that result in exceptional products and user experiences. My work synthesizes design details, research, insights, and data to solve complex problems and I construct visually compelling narratives that communicate the project's insights and discoveries. Working in fast-paced environments, I know how to deliver exceptional quality products through teamwork and across multidisciplinary teams. I have exceptional technology skills, a refined eye for graphic design, digital and hand illustrating skills, a mastery of the Adobe Creative Suite, and an adaptive, resourceful, and dedicated attitude.

## EXPERIENCE

### PROFESSIONAL UX DESIGN, GRAPHIC DESIGN, + PHOTOGRAPHY

*Flora Foto / Falls Church, VA / 2012 - Present (2 yrs UX, 10 yrs GD + P)*

- Create lean, agile mobile apps and responsive website designs in Figma, Adobe XD, and Wix.
- In the design process utilize human-centered methods and tools, user research, feasibility studies, competitive audits, interviews, personas, user journeys, brainstorming, ideation, prototyping, low-fi + high-fi wireframing, and usability testing.
- Synthesize research, insights, and data and construct compelling narratives that communicate discoveries, best UX workflows, and innovative solutions.
- Collaborate with clients and across multi-disciplinary teams, and strategically integrate feedback, and deliver high-quality deliverables.
- Stylize, photograph, and establish strong design concepts and branding through typography, layout, color selection, and messaging for social media platforms and an online presence.
- Execute professional photoshoots and edit in Adobe Lightroom, Photoshop, and Alien Skin.

### FACULTY: LANDSCAPE ARCHITECTURE + ARCHITECTURE

*Virginia Tech / Alexandria, VA and Blacksburg, VA / 2003, 2008-2010, 2016-2017*

- Graduate/undergraduate courses taught: "Professional Practice," "Graduate Foundation Studio," "Designing Mneme: Columbaria, Collections and Cycles," Chestnut Grove Cemetery Outreach Project, and "Introduction to Landscape Architecture." Created and taught first online course for the Dept of Landscape Architecture.
- TLOS Design and Develop Grant, June 2016. TLOS Mastery of Online Teaching Certificate, December 2016. Six month official Virginia Tech certification course on how to teach, design, structure online content, and optimize user experience and enhance digital learning.
- Guide students in research, design process, development, and presentations of hand and digital renderings integrating AutoCAD, Photoshop, Illustrator, and SketchUp. Facilitate design dialogues, thinking, and critiques of own work and other work.
- Research Assistant: National Park Service Cultural Landscape Report in two volumes: "The Vegetation of the George Washington Memorial Parkway."

### VICE PRESIDENT- EXECUTIVE COMMITTEE

*Falls Church Education Foundation / Falls Church, VA / 2019 - Present*

- Executive board member that supports FCEF's mission to ensure students are prepared to effectively meet the challenges of the 21st century through equity access, staff readiness, and student preparedness.
- Photograph, create social media content and community announcements, to bring about awareness of FCEF contributions and impact on the public schools.
- Organize and fundraise several major annual events to fund teacher training grants, super grants, teacher of the year awards, scholarships, and support at risk students.

### LANDSCAPE ARCHITECT PROJECT ASSISTANT

*LSG Inc. / Vienna, VA / 2005-2007*

- Developed design concepts with firm principals for major competitions, prepared graphics palette and style for competition renderings, and prepared presentation boards.
- Created, managed, and updated the office's digital graphic library and mentored colleagues.
- Prepared site analysis, sections, plans, perspective drawings, and illustrative images, concept boards and design concepts integrate hand and digital images.
- Prepared 4.1 submission, construction and specification drawings and presented to clients.
- Coordinated multidisciplinary collaboration of digital files for large-scale renderings.