



# Annalisa Aldana

## UX DESIGNER

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609 Knollwood Drive, Falls Church, VA 22046

## 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, UX design process, brainstorming, user research, personas, ideation, user journeys, competitive audit, hi-fi/lo-fi wireframing, prototyping, presentations, and animations.
- Figma and Adobe Creative Suite: XD, Photoshop, Illustrator, InDesign, and Lightroom
- AutoCAD, ArcView GIS, and Sketch-Up
- Digital and hand graphics renderings in multi-media
- 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, photographer, and brander with a strong sense for composition, balance, and simplicity I enjoy design challenges and the problem solving process. Now entering the UX profession, I bring years as a professor in landscape architecture and architecture and years working in that profession. I intimately understand how to listen and prioritize users' needs, facilitate productive brainstorming sessions and dialogues that drive concept development, and focus in on and fine tune the details that make impactful products and experiences. My design background allows me as a UX designer to thoughtfully integrate and synthesize design details, ranging from addressing user pain points and needs to creating an exceptional user journey with a logical flow, to create a cohesive final product and design. 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, BRANDING, + PHOTOGRAPHY

*Flora Foto / Falls Church, VA / 2012 - Present*

- UX Design: Create mobile apps and responsive websites using Figma and Adobe XD, with user research, usability studies, wireframing, prototyping, animation, and presentations.
- Photograph and create branding, website, signage, and newspaper advertisements for successful political campaigns.
- Create personal branding, develop photographic style for marketing/promotions for brands like Athleta, and for use in various social media outlets.
- Professionally photograph families, small weddings, headshots, maternity, newborn, anniversaries, special events, sporting events, and businesses.
- Edit photographs in Lightroom, Alien Skin, and Photoshop.

### FACULTY: LANDSCAPE ARCHITECTURE + ARCHITECTURE

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

- Graduate Professor: First year Foundation Studio, Thesis Year Professional Practice.
- Graduate/Undergraduate Professor: "Designing Mneme: Columbaria, Collections and Cycles." Chestnut Grove Cemetery Outreach Project: Herndon, Virginia.
- Undergraduate Professor: "Introduction to Landscape Architecture."
- Research Assistant: National Park Service Cultural Landscape Report in two volumes: "The Vegetation of the George Washington Memorial Parkway."
- Presented dissertation research at various symposia and classes and organized and hosted an international symposium in collaboration with Virginia Tech PHD students.

### VICE PRESIDENT- EXECUTIVE COMMITTEE

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

- Mission is to ensure our students are prepared to effectively meet the challenges of the 21st century through equity access, staff readiness, and student preparedness.
- Organize and fundraise several major annual events to fund teacher training grants, super grants, teacher of the year awards, scholarships, and to support at risk students.
- Photograph FCEF contributions to the schools and students to spread community awareness and develop branding for events and social media.
- FCEF leader and liaison for elementary school service group Helping Hippos.

### LANDSCAPE ARCHITECT PROJECT LEADER

*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.
- Prepared site analysis with runway protection zones, sections, plans and illustrative images, established site's hazardous waste and soil storage strategies, prepared 4.1 submission drawings, and presented documents to county officials.
- Created schematic design concepts for clients, coordinated multi-discipline AutoCAD files and all Photoshop files for large scale digital renderings.
- Managed/updated office digital graphic library, mentored colleagues on digital rendering techniques/software and the integration of hand graphics in a multi-media approach.