

ALYSHA COOPER

UX/UI DESIGNER

My personal and professional priorities have always been rooted in the UX methodologies of empathy, research, problem-solving, and creating user experiences that are grounded in creativity and the Double Diamond Process.



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EDUCATION

GA, UXDI 2021
UCSD, MFA 2002
UNLV, BA 1999

TOOLBOX

UX SKILLS

- Agile
- User Research
- Stakeholder Presentations
- Interviewing
- Contextual Inquiry
- Affinity Mapping
- Problem Statements
- User Personas
- Journey Mapping
- User Flows
- Ideation Sessions
- Site Mapping
- UI Design
- Wireframing
- Prototyping
- Usability Testing

TECHNICAL

- Figma
- Sketch
- Invision
- Mural
- Photoshop
- Illustrator
- Indesign
- Lightroom
- Capture One
- Keynote
- Microsoft Office

EXPERIENCE

MID LEVEL UX/UI DESIGNER

USAA | 2022 - 2023

Designer in the Bank Omni Branch of USAA

- End to end UX Research and Design for multiple bank projects including fraud.
- Worked on an Agile team to meet sprint goals.
- Worked with and presented to stakeholders throughout iterations and projects.
- Created and held brainstorming, mapping, and ideation sessions with team and stakeholders to create alignment.
- Went through foundation and accessibility reviews of finished projects.

USER EXPERIENCE DESIGNER

LEVA | 2021

Research and design for an App for new mothers

- Project Manager, Research, Interviews, Synthesis, Design, Testing, UI.
- Conducted interviews, Surveys, C&C Research, Affinity Mapping, User Personas, Journey Mapping, Problem Statement, How Might We Statements, Ideation Sessions, User Flows, Wireframing, Prototyping, Usability Testing, and Stakeholder Presentations.

PHOTOGRAPHER

Amazon Fresh | 2020-2021

Photographer and retoucher for Amazon Fresh's APLENTY brand. Launched the product and was an integral part of creating the brand's visions and bringing it to life through photography and user experience.

- Through User Personas and User Journey's, I helped concept and develop APLENTY's visual storytelling to speak to their users.
- Present to stakeholders throughout the iterative process.

FULL SERVICE PHOTOGRAPHY and DESIGN BUSINESS

Natural Flavors | 2010-ongoing

My full-service creative business where I work with clients meeting various needs to facilitate defining their vision and bring their projects to life for their users.

- Use the Double Diamond Design Method to create MVP's.
- Use empathy, active listening, and interviewing to keep the client and user at the forefront of each step of the research and creative process.
- Create and deliver presentations for research, concepts, iterations, and final deliverables.

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SOFT SKILLS

- Empathy
- Presentation
- Problem Solving
- Leadership
- Curiosity
- Brainstorming

PHOTOGRAPHY PROFESSOR

Pepperdine University | 2003-2009

Taught traditional and digital photography, lighting, photoshop, photojournalism, and forensics photography.

- Used active listening to engage and inspire students to find their unique creative eye.
- Creative teaching rooted in empathy, encouragement, resilience, and constructive feedback.
- Taught the iterative process, built confidence, and created a safe space to learn and present.

PHOTOSHOP ARTIST

RUSS REID AGENCY | 2005-2010

Photoshop artist in Advertising for domestic and international non-profit organizations.

- Purpose driven visual communication and effectively measurable goals and metrics.
- Retouched images for direct mail to donors that increase the KPI's to help people in need.
- Clients: World Vision, Operation Smile, Red Cross, Domestic Missions.

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