

Joseph D'Alfonso

Los Angeles, CA | (805) 452-5694 | joeydalfonso@gmail.com

<https://www.linkedin.com/in/josephdalfonso/> | <https://www.joeydalfonso.com/>

SKILLS

User Experience: Heuristic Evaluation, User Research, Competitive and Comparative Analysis, Contextual Inquiry, User Scenarios, Personas, Journey Mapping, Information Architecture, Wireframes, User Flows

User Interface: User-Centered Design, Web Design, Print Layout, Application Design, Prototyping, Illustration, Sketching, Icon and Logo Design, Responsive Web Design, Product Design

Tools: Figma, Sketch, Invision, Photoshop, Illustrator, Slack, Canva, Knowledge of CSS, HTML, JavaScript

EXPERIENCE

Marketeq Digital | UX Designer/Researcher

April 2025 - present

- Constructed user flows, product strategy, and feature concepts that balanced user needs, business goals, and technical constraints.
- Conducted user research to uncover behaviors, motivations, and pain points, translating findings into actionable design insights and user models.
- Produced documentation such as research briefs, stakeholder presentations, and competitive analyses to inform design direction and demonstrate progress.

Outlier AI | AI and LLM Writer/Trainer

Feb 2024 - April 2025

- Analyzing Large Language Models (LLMs) and logically figuring out which prompt response is more satisfying to a user based on several parameters
- Writing responses to a wide range of user prompts to train LLM's
- Directly influence and improve various AI databases, improving user satisfaction and AI capability.

Music Space Studios | UX/UI Designer

Aug 2022 - Sept 2023

- Tested out methodologies to improve the company's booking structure to increase reservations.
- Developed an online booking calendar and payment system, increasing customer growth.
- Remodeled the design system of the website to be ADA accessible, as well as a more modern look.

Music Changing Lives | UX Designer/Visual Designer

Oct 2021 - Feb 2022

- Redesigned nonprofit website to help users understand the philanthropic story of MCL.
- Crafted and implemented a design system while holding onto the organization's identity.
- Carried out usability testing among the target audience to confirm the website's accessibility for donors.

KitchenOS | UX Designer, contract

May 2021 - June 2021

- Presented to and collaborated with the founder to help create a successful native app product launch.
- Conducted user research and usability testing to meet the requirements of stakeholders and users.
- Created visual interactive high-fidelity designs and prototypes in Figma to be applied on Apple iOS.

ADDITIONAL ACHIEVEMENTS

SailEASE — UX/UI Designer, 1st Place at 2023 GA Hackathon

- Collaborated on a multidisciplinary team to solve the design challenge in a time-constrained setting.
- Created wireframes and prototypes while providing clear design specs to software developers.
- Presented the final product in front of 100+ participants and judges, earning 1st place for our team.

EDUCATION

General Assembly | UX Design, Research, Strategy

University of California, Santa Cruz | Bachelor of Arts, Sociology