Joseph D'Alfonso

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UX/UI Designer

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

Outlier AI — AI and LLM Writer/Trainer   *Feb 2024 - present*
- 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 companies' 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 with the goal of increasing reservations.
- Developed an online booking calendar and payment system, increasing customers
- 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 - Dec 2021*
- 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 - Jun 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 needs and 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, prototypes, and mockups while providing clear design specifications and assets to software developers.
- Presented the final product and slideshow in front of 100+ participants and judges, earning a 1st place prize for our team.

EDUCATION

General Assembly — UX Design, Research, Strategy
University of California, Santa Cruz — Bachelor of Arts, Sociology