

# alicia soriano

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San Diego, California

## SUMMARY

Goal-focused professional with experience in providing digital solutions such as marketing strategies and website improvements. Skilled in overseeing sales processes, from discovery to close. Brings proactive communication and a collaborative mindset that elevates client results. Passionate about using digital tools to empower organizations that are making the world a better place.

## EXPERIENCE

### Asesoftware | User Experience & User Interface Design Intern | 09/2024 – Present

- Conducts user research to identify pain points and create design solutions
- Creates prototypes in Figma to communicate design concepts
- Collaborates in brainstorming sessions to support the design of the company's platforms
- Leads usability testing and A/B testing, providing insights to improve platform user flows

### Solar Turbines Inc. | User Experience Designer and IT Project Manager | 2021 – 2024

- Worked with stakeholders to brainstorm and document workflow shortcomings
- Conducted user interviews and usability testing to identify user's pain points
- Analyzed data provided by users to determine solutions and improvements
- Led design efforts to enhance user experiences across digital platforms, increasing productivity by 25%
- Designed high-fidelity prototypes aligned with project goals and brand assets, boosting user retention by 20%
- Applied A/B testing methodologies to quantitatively assess design effectiveness and refine solutions
- Supported product owners and the development team to implement design improvements
- Presented design proposals to stakeholders and accommodated feedback accordingly

### Solar Turbines Inc. | Digital Marketing Communications Specialist | 2018 – 2021

- Coordinated the execution of digital marketing campaigns and programs in support of marketing objectives
- Supported the execution of marketing projects from conceptualization through execution and implementation
- Liaison between Subject Matter Experts and Marketing to develop marketing material
- Developed and edited interactive training videos using Articulate 360
- Created graphic design material for webinars, social media and the company's website
- Coordinated inventory management to ensure successful operations
- Studied market trends to predict upcoming patterns
- Managed sales orders, purchase orders and shipments

## EDUCATION

University of California Irvine | User Experience/User Interface Design | 2022

California State University Long Beach | Bachelor of Arts in Graphic Design | 2013

### Tools

Adobe Creative Cloud  
Articulate 360  
Azure DevOps  
Figma  
Power BI  
Sketch  
Tableau

### Design & Research

A/B Testing  
Heuristic Evaluation  
Interaction Design  
Scrum Certified  
Usability Testing  
User Research  
Wireframing & Prototyping

### Languages

Spanish (Native)  
German (Fluent)  
French (Beginner)

### Volunteering

SDXD Volunteer  
(San Diego Experience Design)