

# Alicia Soriano

(619) 813-0922  
aliciasoriano@outlook.com

## SUMMARY

Communications Specialist with over 4 years of experience delivering impactful content across corporate, marketing, and digital platforms. Skilled in storytelling, design, and strategy to strengthen brand visibility and drive engagement.

## EXPERIENCE

### Asesoftware | UX/UI Designer & IT Project Manager | 08/2024 – 06/2025

- Created and edited engaging multimedia content—including newsletters, blogs, and social media posts.
- Developed internal content and presentations to strengthen communication and team alignment.
- Conducted user research to identify pain points and develop design solutions.
- Delivered prototypes in Figma to communicate design concepts.
- Collaborated in brainstorming sessions to enhance the company's platform designs.
- Led usability and A/B testing efforts, providing insights to improve platform user flows.
- Presented design proposals to stakeholders and accommodated feedback accordingly

### 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.

### 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

Azure DevOps  
Articulate  
Figma  
Google Sheets  
Planview  
Sketch

### DESIGN & RESEARCH

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

### LANGUAGES

Spanish (Native)  
French (Beginner)

### CERTIFICATIONS

Certified Project Manager  
Six Sigma Belt Certified