

# Alfonso “Alfie” Aguilar Vidrio

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## EDUCATION

### University of Washington

2019 to 2023

B.S. in Human Centered Design & Engineering  
Concentration in Human Computer Interaction

## SKILLS

### Visual Design

Adobe Photoshop, Lightroom, Illustrator, InDesign; Brand Identity, Color Theory, Iconography, Typography, Poster Design

### UX Design

Adobe XD, Figma, InVision, User-Interface (UI) Wire-framing, Hi-Fi Prototyping, Flow Chart Diagrams, Information Architecture, User Journey Map, Emotional Touch-Points Map

### UX Research

Qualitative and Quantitative; User Surveys, Usability Tests, Accessibility Review, Data Synthesis and Analysis, Competitive Analysis, A/B Testing, Interviews, Focus Groups, Tree Testing, Card Sorting, Cognitive Walkthrough

## AWARDS

### Mary Gates Research Scholarship

2022 to 2023

Conducting HCD UX research to develop healthcare application for HIV patients.

### University of Washington CoMotion Innovation Award

2021

Award recognizing industry-leading research.

### Donna M. Sakson Endowed Scholarship for Excellence through Diversity

2022, 2023

Awarded for achieving academic excellence and promoting diversity on campus.

## EXPERIENCE

### Senior UX Researcher & Designer

University of Washington, School of Nursing

01/2019 to Present

Managed a team of ~8 designers, researchers to execute weekly deliverables with UX artifacts for necessary for the development of a innovative mobile app.

Created user flows, wireframes, design systems, and Hi-Fi UI prototypes to effectively conceptualize and implement new product initiatives and goals.

Simplified and distilled complex datasets into intuitive and elegant UI/UX experience that successfully cured over 500 tuberculosis patients.

### Senior UX Researcher

University of Washington, School of Medicine

05/2022 to Present

Showed project management and leadership skills by leading a team of 10 designers and researchers; utilized agile product and SCRUM principles to facilitate rapid iterative development and deployment.

Identified over 32 barriers through UX research; designed and implemented compassionate solutions that resulted in a high usability rate of 91%.

Conducted in-depth UX research, including heuristic evaluation, user interviews, focus groups, usability testing, and A/B testing.

### UX Researcher & UX Designer

Interaction Design Association, Seattle Chapter

03/2023 to 06/2023

Conducted comprehensive UX research to understand audience needs, behaviors, and pain points, resulting in data-driven decisions and recommendations for a customer-facing product and web application interface.

Led end-to-end UX design and research process, from initial research and concept ideation to highly functional digital prototyping and usability testing.

Produced final usability scores of 98%, satisfaction scores of 95%, and key-task completion rate of 92%.

### UX Researcher

Brotman Baty Institute

09/2020 to 06/2021

Analyzed datasets and designed a comprehensive usability test/studies to identify procedural pain-points and increase success rate for primary product (COVID test kits), with a focus on increasing client accessibility and satisfaction.

Synthesized and delivered results in a clear, concise, and compelling format; summarized findings and presented analysis and recommendations.

Completed a redesign of materials and procedures that increased accessibility and success rate for kits by over 50%.

**ATS-friendly resume available upon request.**