

# Who User Experience Designer

# Edena Alvarado

www.linkedin.com/in/edena-alvarado

edena.alvarado1@gmail.com

www.edenaalvarado.com

847 532 5610

## How Software and Skills.

**Adobe CS  
Keynote**

**Figma**, Principle, Sketch, InVision

Visual Studio Code  
HTML5, CSS, JavaScript, Python

**Arduino IDE**, Physical Computing  
Rhinoceros, Grasshopper, Keyshot  
Model Shop Certified

**AR VR MR Formats and IoT Ecosystems**

Lextant Contextual Research Methods  
Verbal and Written Communication

**Presentation and Pitching**

Project Management  
Team Collaboration

## Why Activities and Awards.

**Red Dot Award 2021**

Brands & Communication Design

**European Product Design Award 2021**

Student Honorable Mention

**Indigo Design Awards 2021**

An industry standard design competition  
judged based on the products' contribution  
to innovation in the digital design world.

**44 awards across 4 projects:**

7 Gold Awards

24 Silver Awards

12 Bronze Awards

1 Honorable Mention

**SCAD Start-Up Competition**

**My Role:** Team lead for concept ideation and  
content strategy. Sole presenter for pitch to  
judges from companies such as IBM, Google,  
and Adobe. My team made it into the final  
round of 50+ teams both years I competed.

**Fan Favorite Winner**

February 7, 2021 - February 14, 2021

**2nd Place Winner**

February 7, 2020 - February 14, 2020

## What Experience in the field.

**UX Designer**

**Deloitte Digital Studios**

September 2021 - Current, Chicago IL

Produce mixed-platform designs validated by user testing.  
Cultivate solutions for holistic marketing and brand identity.  
Conceptualize mixed reality solutions to enhance the brand  
experience for multiple agency clients.

**Concept and Fabrication Lead**

**Deloitte x SCADpro Collaborative Experience**

March 2021 - May 2021, Savannah GA

Collaborated with student designers and a professional team to  
research, ideate, and design the future of creative commerce.  
Led concept and UX strategy ideation for brand to brand relations.

**Associate UX Designer**

**NAACP Evanston and North Shore Branch**

June 2019 - September 2019, Chicago IL

Assisted with overall UI and Weebly implementation.  
Created all graphic assets to fit the continuity standards  
of the national association.  
Integrated responsive forms into website.

**Associate Graphic Designer**

**Interfaith Community for Detained Immigrants**

June 2018 - August 2018, Chicago IL

Created new brand identity and logos for multimedia usage.  
Helped facilitate consistent visual language and branded  
components for the nonprofit's website.

## Where Education.

**Savannah College of Art and Design**

September 2017 - August 2021

**B.F.A. In User Experience Design**

Minor in Graphic Design

**Dean's List - GPA 3.7**

Graduated With Honors

**Scholarships**

Achievement Honors Scholar

Academic Honors Scholar