

# Leonor Alcaraz

User Researcher

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## Education

### University of California, Berkeley

August 2021 - May 2023

Master of Information Management and Systems  
Focus in UX Research

### University of California, Berkeley

August 2015 - May 2020

Bachelor of Arts in Cognitive Science  
Certificate in Design Innovation

## Work Experience

### Kiewit

UI/UX Intern

May 2022 - August 2022

- Planned, recruited and conducted usability testing sessions to identify possible issues with the updated design and features.
- Synthesized testing feedback for future iterations.
- Redesigned internal portal used to access training material and applications, introducing advanced search features.
- Collaborated with the scrum team to ensure project deadlines were met.

### Immigration Help

Product Designer

October 2021 - December 2021

- Created interview script and conducted user interviews to generate insights on the DACA application process.
- Conducted usability tests to inform a redesign of the application portal, successfully increasing user completion rates.
- Combined comparative research with user interviews to create prototypes of freemium options.
- Collaborated with designers, engineers, and co-founder to ensure designs could be seamlessly integrated.

### Seren

UX Intern

July 2020 - January 2021

- Conducted generative research and user interviews to understand what remote interactions were lacking and narrow down project scope.
- Recruited beta clients in order to test MVP.
- Collaborated asynchronously with designers, product managers, and founder to ensure expectations were aligned.

## Academic Projects

### Salesforce

User Researcher

March 2022 - May 2022

- Used secondary research and comparative analysis to gain a high-level understanding of successful loyalty programs.
- Conducted user interviews and facilitated a focus group to understand motivations behind customer loyalty in order to influence future improvements.
- Collaborated with the ux industries team and presented findings to the Bay Area and India teams.

## Skills

### Methods

User interviews, usability testing, comparative analysis, affinity mapping, sketching, wireframing, prototyping

### Tools

Figma, Adobe Illustrator, Adobe XD

### Programming

HTML/CSS, JavaScript, Python, Java

## Awards

### Grad

Gates Millenium Scholar  
I School Graduate Scholar Fellowship

### Undergrad

Gates Millenium Scholar  
Dell Scholar  
Hispanic Scholarship Fund