

Adalyn Lou

User Experience Designer + Researcher

EXPERIENCE

Conversation Design Intern / Gablex

NOV 2020 - PRESENT | NEW YORK, NY

- Initiated and refined conversation flows of a customer service IVR chatbot with Lucidchart and Dialogflow.
- Crafting interaction models and customer journeys to explore potential conversational experiences.

UX Consultant / Center for Digital Experiences

AUG 2019 - PRESENT | NEW YORK, NY

- Analyzed website engagement data for the Met and Canadian Museum of Nature with Heatmaps and eye tracking to acquire quantitative and qualitative data.
- Redesigned information architecture for NewYorkCares website using user insights from Optimal Workshop and other usability testing methods.

Graduate Design Fellow / Verizon 5G Innovation Lab

NOV 2019 - FEB 2020 | NEW YORK, NY

- Uncovered opportunities to apply 5G in the retail industry by collaborating with local retailers, Verizon, and FaceNote's engineering, marketing and product teams.
- Designed & rapid prototyped an iPad interface with 5G and facial recognition technology.
- Showcased final prototype at National Retail Federation x Verizon conference. Presented to 100+ tech and retail company representatives.

UX Designer / Don Norman's Design Lab

OCT 2018 - JUN 2019 | SAN DIEGO, CA

- Conceptualized, wireframed, prototyped, and implemented a crowdsourcing online platform that facilitated innovative civic design for San Diego.
- Developed new brand identity and UX strategy to streamline branding with Professor Steven Dow.


Product Designer / Global TIES @ UCSD

APR 2018 - JUN 2019 | SAN DIEGO, CA

- Applied behavioral change theories to design avatars customization options in an interactive health education game for kids to prevent type 2 diabetes.
- Tested prototypes at local elementary school and created food levels based on user testing insights.

 adalynlou.com

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EDUCATION

Pratt Institute

EXPECTED TO GRADUATE MAY 2021 | GPA: 4.0/4.0

M.S. Information Experience Design

UC San Diego

AUG 2015 - JUN 2019 | PROVOST'S HONOR

B.S. Cognitive Science, specialized in Human-Computer-Interaction (HCI)

B.A. Interdisciplinary Computer Art
Minor in Psychology

ACTIVITIES

VP Communications / UXPA @ Pratt

Organize career-focused events to bridge the gap between designers and industry.

Virtual Reality Designer / Triton XR

Explored storytelling in virtual reality with Unity, narration and character design.

SKILLS

Design /

Design Thinking
User Flows
Rapid prototyping
Visual Design

Concept Mockups
Journey Mapping
Wireframing
Data Visualisation

Research /

Remote Research
Surveys & Interviews
Context inquiry
Affinity Diagram
Heatmaps
Heuristic evaluation

Competitive Analysis
Personas
Cognitive Walkthrough
A/B Testing
Eye Tracking
Benchmarking

Tools + Tech /

Figma & Sketch
Google Analytics
Maya & Blender
Spark AR & Brio

Adobe XD
Airtable & Sheets
Unity
Aero & Keyshot