

# Alejandra Lacayo | ux & service designer


## experience

**AL** Sincero LLC co-founder & head of design 10/18-present


- + engage with clients to work through the entire design process (from discovery and validation to definition and implementation)
- + apply a variety of design methods and tools to address clients' problems in a way that delivers a user-centric solution

 **Google** customer experience designer (contract) 2017-2019

- + designed and delivered a wide range of design thinking workshops to cross-functional teams in the hardware organization
- + guided teams in implementing recommendations from ideation and prioritization sessions, ensuring a customer-centric approach in the end-end journey
- + ensured our product and service experiences were aligned with our brand values and ideals

 **TrueAccord** customer experience specialist 5/16-9/16

- + represented brand values in ingoing and outgoing communications with customers
- + drew insights from the company's machine learning product to better help customers make financial decisions

 **Loyola University Chicago** research assistant 1/15-5/15

- + directed research studies under the guidance of Loyola Chicago's doctors in the psychology department
- + extracted meaningful findings from data gathering tools in order to make actionable claims

## education

**General Assembly** ux design immersive 2016

**Loyola University Chicago** psychology, marketing 2012-2016

## methods & tools

- |                   |                 |
|-------------------|-----------------|
| + facilitation    | + sketch3       |
| + prototyping     | + inVision      |
| + design strategy | + inDesign      |
| + wireframing     | + HTML & CSS    |
| + UI design       | + user research |
| + SQL             | + data analysis |
|                   | + Figma         |

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