Alessandra Barbosa

USER EXPERIENCE DESIGNER • PRODUCT STRATEGIST • 10+ YEARS

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Based in San Francisco Bay Area

Lead UX/UI Designer @ Thermo Fisher Scientific

JUNE 2021 - PRESENT, SAN FRANCISCO CA (1 YR)

- Design lead for 3 new industry leading products worth over $150k, including 1 in the most profitable company divisions
- Responsible for evolving eCommerce based design system for its first desktop software product in premier genetics brand
- Foster data-driven design culture by implementing new process for capturing UX metrics post launch
- Co-lead in planning design team offsite with a budget of $100k

Senior UX Designer @ Thermo Fisher Scientific

JULY 2016 - JUNE 2021, SAN DIEGO CA (5 YRS)

- Created and lead UX for 10 software and instrument digital products cumulatively worth over $350k
- Lead the creation of workshop templates and guidelines for 30+ designers
- Introduced new processes such as design sprints and user story mapping saving weeks of time in product development
- Established strong cross-organizational global relationships across 7 different business units, with repeat collaboration requests

User Experience Architect @ Konrad+King Consulting

MAY 2015 - FEB 2016, SAN DIEGO CA (1YR)

- Conducted field research, created prototypes, and provided strategy for Fortune 500 clients such as Kelley Blue Book, BMC and San Diego State

Interaction Designer @ Sally Ride Science

JUNE 2013 - MAY 2015, SAN DIEGO CA (2 YRS)

- Created 4 eLearning educational products and implemented in front-end code for cross-platform compatibility and accessibility

Web Designer @ Sally Ride Science

JUNE 2011 - JUNE 2013, SAN DIEGO CA (2.25 YRS)

- Designed websites for internal and NASA related educational initiatives

EDUCATION

B.S. Cognitive Science with specialization in Human Computer Interaction @ UC San Diego

Minor in Ethnic Studies

SKILLS

Interaction design • Product strategy • Visual design • Prototyping • Design systems • Workshop facilitation • Lean/Agile UX • Human-centered design thinking • Branding • UX Metrics • User research

TOOLS

Figma • Sketch • Invision • Adobe Photoshop, Illustrator, InDesign • Axure • Zeplin • Miro • HTML/CSS

PATENTS

Design patent display for a fluid mixing apparatus, 2018

AWARDS & ACTIVITIES

Certified Design Thinking Practitioner / LUMA Design Institute, 2022

Mentor / Design @ UCSD Student Organization, 2018-2019

Instructor / Human Centered Design Workshops @ Impact Without Borders, 2017 - 2018

Selected Speaker / Imagine 2030 Thermo Conference presenting Brain-Computer Interfaces, 2017

Startup Fellow / Startup Leadership Program, 2014 - 2015

Award / NASA Group Achievement Award for GRAIL MoonKAM, 2014