# ALYA ZOUAOUI

## UX Researcher, Designer, and Data Analyst

alyazportfolio.com

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## Education

### Pratt Institute

Aug 2022 - May 2024 | Manhattan, NY

MS, Data Analytics & Visualization
Advanced Certificate in User Experience

### Boston University

Jan 2019 - May 2022 | Boston, MA

BA, Neuroscience and Psychology

## Skills

**Design & Prototyping Tools:**
Figma, Adobe (Photoshop, Illustrator, InDesign), Miro, Lucidchart, Voiceflow, Wordpress, Zeroheight

**Design Frameworks & Techniques:**
Design Systems, Atomic Design, Information Architecture, Interaction Design, Accessible Design, Emotional Design, Conversational Design, Wireframing, Prototyping

**Research & Testing:**
User Research, Usability Testing, Heuristic Evaluation, Card Sorting, Tree Testing, User Journeys, User Personas, Competitive Analysis, Market Research, Lighthouse Audits

**Technical Skills:**
HTML, CSS, Python, MySQL, Tableau, ArcGIS, Google Analytics, Looker Studio, Microsoft Excel

**Data Skills:**
Data Cleaning, Data Preprocessing, Data Analysis, Data Visualization, Meta Analysis, Database Design

## Awards

- Outstanding Merit at Pratt's School of Information.
- 2nd place at Pratt Ignition Lab's pitch competition.
- Dorothy M. Cooper Endowed Met Fellowship.
- Library School Graduates Association Scholarship for DEI graduate student representative in School of Info.
- Renewable Graduate Scholarship (Academic).
- Dean's List honoree for 5 consecutive semesters at BU.
- 1st place in TN's 5th district at 2017 Congressional Art Competition: drawing displayed at U.S. Capitol building.
- Gold Key Winner at Scholastic Art Competition.

## Leadership

- Organized and led a Fungi Fabrication workshop for 30+ participants in collaboration with Genspace, the world's first community biology lab.
- Organized DEI events with Student Diversity Advisory Board to establish community between Pratt's Manhattan and Brooklyn campuses.
- Developed plan in Pratt's leadership class to promote intersectionality and inclusion on campus.

## Experience

### Data Analytics Fellow - The Metropolitan Museum of Art

Oct 2023 - June 2024 | Manhattan, NY

- Collected and analyzed data from Google Lighthouse audits to assess performance, accessibility, best practices, and SEO across 120+ web pages.
- Automated audits and report generation using Google Cloud Functions, streamlining workflows and cutting reliance on costly third-party vendors.
- Created comprehensive dashboards with Google Analytics and Looker Studio to enhance Met's digital visitor experience.
- Presented insights and project workflows at Pratt's 2024 Info Show, demonstrating effective communication and presentation skills.

### UX Design Intern - Synechron Inc.

Jun 2023 - July 2023 | Manhattan, NY

- Developed a branded product innovation playbook and designed templates on Figma to streamline the product design lifecycle for clients.
- Assisted in leading workshops and providing coaching materials, helping clients create compelling pitch decks and confidently present ideas.

### Entrepreneurship - The Ignition Lab at Pratt Institute

Oct 2022 - Apr 2023 | Brooklyn, NY

- Spearheaded a business plan for a digital product designed to address PTSD at a global scale - awarded 2nd place at pitch competition.
- Conducted in-depth research on biofeedback, passive sensing, and machine learning algorithms to inform PTSD management strategies.
- Designed and developed a relational database for digital product using Lucidchart and MySQL.

### UX Consultant - Center for Digital Experiences at Pratt

Nov 2022 - Dec 2022 | Manhattan, NY

- Led moderated usability testing sessions to identify user needs, behaviors, and pain points.
- Designed wireframes and high-fidelity prototypes on Figma.
- Delivered a detailed 50-page report and presentation, providing user-centric and data-driven recommendations to increase donor acquisition for client.

### Design Consultant - Indigo Ag

Feb 2022 - May 2022 | Boston, MA (Remote)

- Designed branding collateral with Procreate and Adobe InDesign to promote environmental sustainability and grower profitability.
- Distributed 100+ print-outs commended by product marketing team at Carbon by Indigo conference.

### Graphic Designer - Charcoal Magazine, Boston University

Sept 2021 - May 2022 | Boston, MA

- Collaborated with editors, writers, and photographers to design magazine spreads using Adobe Photoshop, Illustrator, and InDesign.
- Published designs on Charcoal's website and 1000+ printed magazines, promoting and celebrating diverse perspectives on campus.

## Publications

- Neitzel, Leif R., et al. "Developmental Regulation of Wnt Signaling by Nagk and the UDP-GlcNAc Salvage Pathway." Mechanisms of Development, vol. 156, Apr. 2019, pp. 20-31., doi:10.1016/j.mod.2019.03.002.