

ALYA ZOUAOU

UX Designer, Researcher, and 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 and Prototyping Tools:

Figma, Adobe Suite (Photoshop, Illustrator, InDesign), Miro, Lucidchart, Voiceflow, WordPress, Zeroheight, HubSpot

UI/UX Design Frameworks and Techniques:

Design Systems, Atomic Design, Tokens, Accessibility (WCAG), Design Thinking, Iteration, Emotional Design, Conversational UX Design, Info Architecture, Prototyping

Research, Testing, and Evaluation Methods:

User Research (Surveys, Interviews, User Journeys, User Personas, Empathy Maps, Contextual Inquiry), Usability Testing (Heuristic Evaluation, Card Sorting, Tree Testing), Analytics, Competitive Analysis, Google Lighthouse Audits

Technical Skills:

HTML, CSS, Python, SQL, Tableau, ArcGIS, Google Analytics, Looker Studio, Microsoft Excel, MATLAB

Data Skills:

Data Preprocessing, Data Analysis, Data Visualization, Database Design and Development

Strategic Business Development:

Strategic Planning, Needs Analysis, Relationship Management, Process Improvement, Cross Functional Collaboration, Brand Development, Market Research

Leadership

- Developed and managed a design system for The Nature Conservancy site to streamline workflows, enhance usability, accessibility, and user engagement.
- 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 and BSU to enhance community engagement.
- Developed strategic plan in Pratt's leadership class to promote intersectionality and inclusion 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.

Experience

Ecosystem Development Contractor - Modev

Oct 2024 - Jan 2025 | Arlington, VA

- Led strategic development of the AI Officers Network, which involved market research, business plan creation, brand identity development, membership site design via HubSpot, communications management with AI executives, and driving global engagement and retention strategies.
- Built relationships with AI executives through UX research at key Modev events (GovAI Summit, VOICE & AI Conference, AI House, Neurotech at CES 2025), enhancing attendee experience and shaping event strategies.

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+ 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.

UX Design Intern - Synechron Inc.

Jun 2023 - July 2023 | Manhattan, NY

- Developed a branded product innovation playbook and designed templates on Figma to streamline 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 on 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 and conducted moderated usability testing sessions, card sorting, and tree testing studies to identify user needs, behaviors, and pain points.
- Analyzed findings with affinity diagrams and data visualizations.
- Designed wireframes and high-fidelity prototypes on Figma.
- Delivered a detailed report and presentation to client, providing user-centric and data-driven recommendations to increase donor acquisition.

Design Consultant - Indigo Ag

Feb 2022 - May 2022 | Boston, MA

- 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.

Awards

- Awarded Outstanding Merit in Pratt's School of Information (2024).
- Won 2nd place at Pratt Ignition Lab's pitch competition (2023).
- Dorothy M. Cooper Endowed Met Fellowship recipient (2023-2024).
- Scholarship recipient for DEI graduate leadership role at Pratt (2023-2024).
- Renewable Academic Graduate Scholarship recipient at Pratt (2022-2024).
- Dean's List honoree for 5 consecutive semesters at BU (2020-2022).
- Won 1st place in TN's 5th district at Congressional Art Competition: drawing displayed at U.S. Capitol building (2017-2018).
- Gold Key winner at Scholastic Art Competition (2017).