

Aliana Layug

User Experience Designer

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in www.linkedin.com/in/aliana-layug/



UX Designer that uses research and people-focused approach to create interfaces that are intuitive, approachable, and visually exciting.

Experience

W.R. Berkley Corporation

UX Designer

Berkley Technology Services

Jan 2019 - Present

Researching, wireframing, prototyping, testing, and providing UX expertise to WR Berkley commercial insurance regional companies and in-house web apps

Union Standard Insurance Company

May 2018 - Dec 2018

Lead designer on the company's intranet in collaboration with developers & internal stakeholders

Freelance

UX/UI & Graphic Designer

Jan 2013 - Present

Worked on company branding, web designs, mobile apps, motion graphics, wireframing, interactive interfaces, brochure, posters, and book covers. Companies included Luktas Evan, Clampitt Paper Company, Smile Savvy, and Pixelayn.

Education

Masters in Human-Computer Interaction

Iowa State University

expected Jan 2022

Bachelors of Fine Arts in Visual Communications - New Media

Texas A&M University - Commerce

Magna Cum Laude, 3.9

August 2014 - May 2018

Recognitions:

- Gold medal winner for app development and bronze awardee for logo redesign in Creative Quarterly
- Motion advertisement winner in American Advertising Federation
- Gold awardee for motion advertisement in Graphis
- Amazon-certified Alexa student developer - voice interface designer
- Adobe Creative Jam winner solving "on the spot" design challenge for Adobe

Associates in Art

Eastfield College

Aug 2012 - June 2014

Software & Skills

Design Skills

Wireframing, Prototyping, Personas, Customer Journey Maps, Affinity Diagrams, Empathy Mapping, User Surveys, Interactive Design, Information Architecture, Card Sorting, Site Map

Design Software

Axure, Sketch, Invision, Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premier Pro)

Programming

HTML, CSS, Javascript, Bootstrap

Memberships

Dallas User Experience Group, The User Experience Club at UT Dallas, American Institute of Graphic Design, BTS Women in Technology, Interaction Design Foundation