Aliza Cohen

Bilingual product designer with an eye for visual design who loves making sense out of chaos.

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Experience

UX Designer – Cloudbase Services   **2023-present**
UX Design for coffee trading and distribution SAAS
- Initiated a project roadmap for UX design in developing SAAS product.
- Created a style guide using Material Design.
- Designed data and table heavy task flows aimed to help users access information with ease.
- Implemented A/B testing to determine most effective user solutions.
- Collaborated weekly with stakeholders and engineers to create intuitive and easy to implement design using React and Power Apps.

Lead UX & Visual Designer – Tech Fleet DAO   **2022 - present**
Led UX Design for Async Startup Project
- Created compelling visual designs and infographics aligned with current branding.
- Interviewed, trained and evaluated UX Designer to build a dynamic team.
- Organized and facilitated weekly team logistics including running meetings, creating team action items, providing feedback and evaluation for team members, running sprint meetings and design thinking workshops.
- Coordinated 5 user interviews and used to validate discovery concepts
- Utilized Agile methodologies which included, design sprints and weekly presentations to stakeholders.
- Collaborated with Product Management, Research + Developer teams to create a helpful and intuitive user experience.

Product Designer – FASE Research Lab @ UCSD   **2022 - present**
Design responsive website for a UCSD research lab to increase intern engagement
- Collaborated with stakeholder and Researcher to design responsive website from concept to developer-ready specifications.
- Simplified complex content to create a positive, user-focused experience.
- Conducted 15+ user interviews and surveyed 20+ users to understand motivations, goals and pain points of interns, colleagues and administrators.
- Analyzed research data to inform user-focused designs.

Visual Artist   **2005 – present**
Practicing visual artist with gallery representation
- Active painting and ceramic studio practice with art gallery representation.
- Recipient of 10+ awards and competitive residencies around the US.
- Present and sell work to stakeholders regularly.

Art Teacher – Albany High School   **2016 – present**
Curriculum innovator and educational leader passionate about accessibility and creative thinking
- Increased enrollment in visual arts classes by 30% over 6 years.
- Designed and implemented a curriculum for 5 courses including design-thinking for 150 students.
- Analyzed assessment data to identify strengths and areas of improvement.
- Designed and ran professional development workshops for 80 people.
- Wrote and was awarded grants that increased department funding by 60%

Overview

5+ years of design (UX/UI, Visual)
10+ years of creative problem solving
4 years people management

Skills/Tools

Design
UX/UI Design
Interaction Design
Responsive Design
Visual Design
Branding/Identity
Prototyping
Wireframing
Figma, Adobe CC

Research
Heuristic Evaluation
User Interviews
Usability Testing
Competitive Audit

Management
End-to-End Product Development
Design Strategy
Roadmapping
Cross Functional Communication
Notion
Google Workspace

Languages
English
Spanish

Education

Boston University
Masters in Fine Art

Mills College
Education Credential

UC Santa Cruz
Bachelors of Art