

# Alexander Hans Collado Jr.

UX Designer and Evangelist | 09771926327

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## Experience

### Agoda

#### User Experience Design Intern

June - August 2017, Bangkok, Thailand

- Collaborated closely with senior designers, UX researchers, prototypers, and product owners to create excellent user experiences in an agile and data-driven environment
- Created north star concepts for sorts and filters based on ux research data, competitive analysis and journey mapping
- Designed weather component and filter bar on search results page
- Ended with a final product presentation to Agoda's design team

### NuWorks Interactive Labs, Inc.

#### User Experience Design Intern

October 2016 - February 2017, Manila, Philippines

- Created heuristic evaluation metrics for digital assets
- Designed concepts and prototyped mobile application for internal HR app
- Researched EEG device (E4, Emotiv) use cases for UX Research in advertising assets
- Facilitated affective testing sessions for 30 users handling GSR and EEG data

### Freelancer.com

#### User Experience Design Intern

May - June 2016, Manila, Philippines

- Analyzed the employer and freelancer funnel and proposed recommendations, alternative designs based on benchmarking and user research
- Worked on concepts for notifications module of mobile app

### User Experience Society

#### Founder

July 2015 - Present, Manila, Philippines

- Pioneer the first student UX organization in the Philippines
- Created branding, mission and vision, organizational structure and processes
- Lead organization's Expansion to California, Davao and DLSU chapters
- Started and expanded client portfolio to generate \$2,430 in revenue
- Invited over 30+ high-profile industry professionals to give talks and workshops, including Google UX Designers from San Francisco
- Direct steering committee of all flagship events and partnerships
- Managed social media and increased Facebook following by 2,250 likes

### Jump Digital Asia Pte. Ltd.

#### User Experience Design Intern

April - June 2015, Manila, Philippines

- Worked with UX team to iteratively design marketing-based websites
- Prototyped a Facebook application for an international car brand

## Education

### Ateneo de Manila University

#### BS Management Information Systems

Manila, Philippines

Expected graduation in June 2018

- Central Bank of the Philippines Scholar

### Lourdes School Quezon City

#### Secondary Education

2014 - Manila, Philippines

- St. Francis of Assisi Award (Highest Award), Valedictorian (out of 207 students), Gerry Roxas Leadership Awardee, Alfonso Yuchengco Award for National Discipline, Rector's Gold Cross for Outstanding Accomplishment in Information Technology and Community Service, Fernanda Balboa Leadership Award

## Methods

Prototyping  
Usability Tests  
Task Analysis  
Competitive Analysis  
Contextual Inquiry  
Wireframes and Mockups  
Heuristic Evaluation  
Sketching and Storyboarding  
Design Studios

## Technical Skills

Sketch, Adobe Creative Suite, Invision, HTML, CSS, JavaScript, FramerJS, Design Frameworks

## UX Activities

### Conferences

ASES Stanford Summit 2017  
UX Philippines 2017  
UX Hong Kong 2017  
UX Singapore 2016  
Form, Function and Class 2016 by PWDO  
World IA Day - Manila 2016  
Echelon Summit by e27 Singapore  
Form, Function and Class 2015 by PWDO  
UX Summit 2015 by UXMNL

### Design Mentoring and Judging

HealthHacks PH 2015, YouthHack Code Weekend 2016, UP CSI GeeCS 9.0 Hackathon, ASES Manila Startup School Demo Day, UP KEM Idea Generation Contest

### Events Management

JFFC 2017, UX & Chill Talk Series, UX University Workshop Series, UX Masters Series, UXPH Meet-ups, UXPH Conference 2017

### Talks, Classes & Workshops Given

Mini Design Sprint - YouthHack Ideathon 2017  
Leadership Talk - MISA LDS  
UX Talk and Workshop - UP Cursor Computer Science Summit 2016  
HTML and CSS Workshop - Ateneo GRIDS  
HTML and CSS Workshop - YouthHack Code Weekend 2016  
Design Studio Workshop - Bynare Technologies and Mutien University  
Web Design Class - Lourdes School QC  
UX Workshop - Erudition, UP Cursor Week 2016  
UX Workshop - University of the East  
UI/UX Workshop - UP Center for Student Innovations GeeCS 9.0 Hackathon