

Alyse Marie Allred

User Experience Story Architect

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801-922-0039

Constructing empathetic user experiences through storytelling

Education

Purdue University

West Lafayette IN | 2018-2020

MS Computer Graphic Technology

User Experience

Cumulative GPA: 3.90

Purdue University

West Lafayette IN | 2012-2016

BS Biomedical Engineering

Cumulative GPA: 3.25

Skills

- ❖ User Research
- ❖ Ethnographic Research
- ❖ Qualitative Research
- ❖ Usability Testing
- ❖ Low-Fidelity Prototyping
- ❖ Storyboarding
- ❖ Writing (Technical/Creative)
- ❖ Graphic Design
- ❖ Video Editing
- ❖ Illustration
- ❖ Animation (2D/3D)



Portfolio

Work Experience

Center for Instructional Excellence (CIE)

UX Design Intern

Aug 2018 – Present

- ❖ Develop social networking strategies and marketing materials as part of a marketing outreach team.
- ❖ Assist in the creation of a brand identity harmonious with both CIE and Purdue University's missions.

Freelance

Illustrator/Animator

Jan 2016—Present

- ❖ Design and illustrate characters and scenes to the specs. given by commissioners.
- ❖ Animate segments on Multi-Animator Projects (MAPs).
- ❖ Edit and format comics and anthologies for publication.

Zimmer-Biomet

Development Engineer

Aug 2017– Apr 2018

- ❖ Conducted Design Product Reviews (DPRs) for knee implant product families under remediation.

Regulatory Affairs Associate

Jan 2017– Aug 2017

- ❖ Mapped and performed gap analyses on existing company regulatory protocols.
- ❖ Led company-wide training sessions on new protocols.

Projects

Haptics Haunted House

Experiential design incorporating the custom haptics devices of Dr. Hong Z. Tan.

Celery Bog Interactive Map

Application design of an interactive map for visitors to the Celery Bog nature park in West Lafayette, IN.

Masters Capstone

Qualitative research investigating asynchronous codesign in creative online spaces and the historical preservation of internet cultures.