



**ALIA
HATCH**
UX DESIGNER



267-428-1562



alia@aliahatch.com



www.aliahatch.com



Philadelphia, PA

SUMMARY

As a UX designer with extensive backgrounds in theater and customer service, I have a unique ability to cultivate genuine, effective connections with diverse populations. My thoughtful, service-driven approach to problem-solving allows me to intuitively create spaces, experiences, and opportunities for users, clients, and colleagues to show up as their authentic selves.

EXPERIENCE

- ▶ **FEB 2022 - MAY 2022 | GENERAL ASSEMBLY USER EXPERIENCE DESIGN FELLOW**
 - Conducts comprehensive UX research and design processes
 - Designs responsive, user-centric products for web and iOS
 - Plans project goals, timelines, and deliverables
- ▶ **SEPT 2018 - FEB 2022 | CITY OF PHILADELPHIA DATA SERVICES SUPPORT CLERK**
 - Conducted research for and designed Philadelphia City Hall's CoVID-19 Return-to-Work Document
 - Created and maintained Life and Safety Service contract tracking spreadsheets
- ▶ **2016 - 2017 | FAB YOUTH PHILLY TEACHING ARTIST**
 - Collaborated with youth and fellow teaching artists on the Norris Homes Youth Mapping Middle School Project
 - Co-facilitated and developed arts and crafts projects, including game research and design

EDUCATION

- ▶ **2022
UX DESIGN IMMERSIVE PROGRAM (REMOTE)**
General Assembly
User Experience Design
Certificate
- ▶ **2015
BACHELOR OF ARTS**
Temple University
Theater

SKILLS

User Research
Affinity Mapping
Persona Creation
Competitive & Comparative
Analysis
Heuristic Evaluation
Information Architecture
Wireframing
Prototyping
Usability Testing
Project Management
Presenting
Storytelling

TOOLS

Figma