

# Alex Ly

(416)-786-8040 | alexly910@gmail.com | <https://www.linkedin.com/in/alex-ly-989499227/>

## EDUCATION

<b>University of Toronto</b> <i>Bachelor of Arts</i> <b>Major:</b> Technology, Coding & Society; <b>Major:</b> Communications, Culture, Information Technologies. <b>Minor:</b> Games Studies <b>Relevant Coursework:</b> Human-Computer Interaction & Communication, UX Design - Understanding Users.	<b>Expected: May. 2027</b>
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## SKILLS

**Design Techniques:** User Research (Surveying, Card Sorting, Tree Testing, Contextual Inquiry, Participatory Design), Usability Testing, Wireframing, Interactive Prototyping, Information Architecture, Human-Computer Interaction, **Design Tools:** Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign).  
**Programming:** HTML/CSS, JavaScript, Python, C#, GitHub.

## PROJECTS

<b>Yale School of Art Website Redesign</b>	<b>May. 2025 - Jun. 2025</b>
<ul style="list-style-type: none"><li>Collaborated with a 5-member design team through the full UX process, applying HCI principles to improve usability and interaction of the <i>Yale School of Art</i> website.</li><li>Conducted card-sorting and tree-testing, developing an optimized information architecture that achieved a 59% task success rate.</li><li>Designed and prototyped solutions in Figma, iterating based on user testing insights to enhance navigation and overall experience.</li></ul>	
<b>University of Toronto App Redesign</b>	<b>Jan. 2025 - Apr. 2025</b>
<ul style="list-style-type: none"><li>Led a team of 6 to conduct usability testing on the existing <i>University of Toronto</i> app, synthesizing insights into empathy maps, an affinity diagram, and a user persona.</li><li>Built and tested a medium-fidelity Figma prototype, directly addressing usability flaws found from participant feedback.</li><li>Developed a high-fidelity Figma prototype, incorporating insights from the medium-fidelity testing to refine interaction flows, visual design, and validate design improvements.</li></ul>	

<b>Etsy Website Redesign</b>	<b>Nov. 2024 - Dec. 2024</b>
<ul style="list-style-type: none"><li>Collaborated in a team of 3 to analyze the <i>Etsy</i> website and its user needs.</li><li>Developed a user persona and identified two key pain points, highlighting areas for usability improvement.</li><li>Redesigned the interface in Figma, incorporating findings into a prototype that directly addressed the identified issues.</li></ul>	

## WORK EXPERIENCE

<b>York University</b> <i>Exam Proctor</i>	<b>Aug. 2025 - Present</b> <i>Toronto, ON</i>
<ul style="list-style-type: none"><li>Coordinated with professors and staff to ensure exams were administered smoothly and on schedule.</li><li>Monitored exam sessions with strong attention to detail, maintaining academic integrity and preventing cheating.</li></ul>	
<b>Syscom Solutions Technologies</b> <i>Computer Technician &amp; Customer Service Representative</i>	<b>Feb. 2022 - Jun. 2022</b> <i>Toronto, ON</i>
<ul style="list-style-type: none"><li>Diagnosed and repaired a variety of different electronics such as PCs, Laptops, and Printers.</li><li>Assisted customers with purchases by answering product questions and processing payments.</li></ul>	