

# Alex Ly

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## EDUCATION

### University of Toronto

Expected: May. 2027

*Bachelor of Arts*

**Major:** Technology, Coding & Society; **Major:** Communications, Culture, Information Technologies.

**Minor:** Games Studies

**Relevant Coursework:** Human-Computer Interaction & Communication, UX Design - Understanding Users.

## 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

### Yale School of Art Website Redesign

May. 2025 - Jun. 2025

- Collaborated with a 5-member design team through the full UX process, applying HCI principles to improve usability and interaction of the *Yale School of Art* website.
- Conducted card-sorting and tree-testing, developing an optimized information architecture that achieved a 59% task success rate.
- Designed and prototyped solutions in Figma, iterating based on user testing insights to enhance navigation and overall experience.

### University of Toronto App Redesign

Jan. 2025 - Apr. 2025

- Led a team of 6 to conduct usability testing on the existing *University of Toronto* app, synthesizing insights into empathy maps, an affinity diagram, and a user persona.
- Built and tested a medium-fidelity Figma prototype, directly addressing usability flaws found from participant feedback.
- Developed a high-fidelity Figma prototype, incorporating insights from the medium-fidelity testing to refine interaction flows, visual design, and validate design improvements.

### Etsy Website Redesign

Nov. 2024 - Dec. 2024

- Collaborated in a team of 3 to analyze the *Etsy* website and its user needs.
- Developed a user persona and identified two key pain points, highlighting areas for usability improvement.
- Redesigned the interface in Figma, incorporating findings into a prototype that directly addressed the identified issues.

## WORK EXPERIENCE

### York University

Aug. 2025 - Present

*Exam Proctor*

Toronto, ON

- Coordinated with professors and staff to ensure exams were administered smoothly and on schedule.
- Monitored exam sessions with strong attention to detail, maintaining academic integrity and preventing cheating.

### Syscom Solutions Technologies

Feb. 2022 - Jun. 2022

*Computer Technician & Customer Service Representative*

Toronto, ON

- Diagnosed and repaired a variety of different electronics such as PCs, Laptops, and Printers.
- Assisted customers with purchases by answering product questions and processing payments.