ALEJANDRA SOTO
experience designer

contact

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in linkedin.com/in/sotoalejandra

design focus

Guest Experience
User Interface
Graphic
Scenic
Website

education

Master Degree
Entertainment Technology
Carnegie Mellon University (CMU)
Entertainment Technology Center (ETC)
Pittsburgh, PA ---- Expected 05/2017

Bachelors of Science
Virtual Technology & Design
University of Idaho (UoI)
College of Art & Architecture (A&A)

skills

visual ideation, wireframing, storyboarding, prototyping, layout & composition, digital composite & editing, illustration, multimedia, photography, visual storytelling, logo

Illustrator, Photoshop, InDesign, Muse, Audition, Premiere, 3ds Max

academic projects

Shipwrecked, ETC
Spring 2017, tedstudio.etc.cmu.edu/shipwrecked/
- **Experience/graphic designer, art & digital media manager** for a pirate themed experience built to operate one night only at the ETC Spring 2017 Showcase. Managed art asset production and event website, designed event posters and comic series, helped with set construction.

PlastAR, ETC
Spring 2017, www.etc.cmu.edu/projects/plastar/
- **UI designer, content writer** for augmented reality, Google Tango experience prototype sponsored by CMU School of Architecture and the Carnegie Museum of Art. Focus on providing guests with a closer look at the stories behind pieces in the museum's Hall of Architecture.

2016 Fall Festival, ETC
Fall 2016
- **Experience designer** for the ETC's fall semester showcase festival showcase in early December. Formatted and organized tracks for the festival program. Helped to collect guest surveys.

I'm Very Into You, CMU School of Drama
Fall 2016
- **Experience/UI designer** for I'm Very Into You pre-show in production for November. Helped in formatting pitch idea and created concept rendering for blue-sky. Created UI for 90's inspired desktop interface to be displayed in an interactive lobby experience.

Code Blue, ETC
Fall 2016, www.etc.cmu.edu/projects/code-blue/
- **Experience designer, artist, webmaster** for medical app prototype project sponsored by CMU Biomedical Department. Focus on UI/UX presenting detailed and sensitive information to target audience: senior citizens. Created assets and worked on UI. In charge of team website, content, and branding.

Aristeia, ETC
Spring 2016, www.etc.cmu.edu/projects/aristeia/
Featured in Libre Learn Lab 2016
- **Experience designer, webmaster** for research & discovery project for the Children's Museum of Pittsburgh. Focus on how to facilitate family engagement in the MAKESHOP exhibit. Performed research and field observation. Contributed to content and formatting of archetype cards.

additional experience

Web Designer
CMU, Pittsburgh, PA (02/2017 - Present)
- Designing project website (information architecture, web copy, & branding) for the exploration of audience participation gaming.

Student Librarian
CMU's ETC, Pittsburgh, PA (09/2016 - Present)
- Keep track, organize, & input materials into the catalogue. Research ways for improvement.