



Alejandra Sosa-Lopez
lgalejandra@outlook.com
alejandra.design
[in/alejandrasosalopez](https://in.alejandrasosalopez)

Education

Texas State University Aug 2023 – May 2026
B.F.A Communication Design

Courses

Interaction Design I, II, III – Typography I, II
Branding Strategies – Art Direction

Skills

Design

Interaction Design – Branding Identity Design
User Interface – User Research – Wireframing
Prototyping – Usability Testing – Accessibility
(WCAG) – Agile & Lean workflows

Tools

Figma – Illustrator – Photoshop – Premiere Pro – XD
InDesign – After Effects – Miro – Slack – Blender

Development & AI

HTML/CSS – JavaScript/TypeScript – Python
Git – TailwindCSS – Vue.js – React.js – Node.js
Supabase – Cursor – Claude – Perplexity

Experience

Product Design & Engineering Intern Jun 2024 – Sep 2024
Experiential One

- Designed and implemented responsive Vue.js and ShadCN components, delivering production-ready features 15% faster than planned and improving developer collaboration by 23%.
- Developed high-fidelity prototypes in Figma, adhering to Web Content Accessibility Guidelines (WCAG) standards, enhancing accessibility and usability across all user groups.
- Built a scalable design system, creating reusable components, typography, and iconography to ensure cohesive branding.
- Streamlined onboarding workflows, leading to a 30% increase in product adoption among beta testers within three months.

Web Editor Oct 2025 – May 2026
The University Star

- Publish and edit print stories for the digital newspaper, managing homepage curation, formatting, and SEO-friendly presentation throughout the week.
- Lead website and navigation updates, including a redesign that modernized The University Star's online presence, and use SNO Analytics to guide coverage that drove 356,000+ visitors and 313,000+ stories read in six months.
- Coordinate digital ad campaigns through FlyteDesk and the site CMS, delivering 150,000+ impressions and 1,200 clicks from Oct. 2025 to May 2026.

DesignInquiry Fellow 2025 – 2026
DesignInquiry

- Joined a year-long cohort of emerging and established thinkers and makers to pursue independent research, cross-disciplinary collaboration, and public-facing creative work
- Presenting Spinning the Digital Thread at DI: Rectangle, a public two-day symposium and collaborative publishing initiative.
- Contributing original research on code, colonial linguistics, and Indigenous textile practices toward a series of publications produced through the fellowship.

Undergraduate Researcher 2025 – 2026
Idea Center, Texas State University
Faculty Supervisor: Tyler Rico

- Conducted original research through the Undergraduate Research & Creative Expression program investigating the computational logic embedded in Indigenous Mesoamerican textile and linguistic practices
- Designed and developed The Syncretism Library, a web-based tool translating Nahuatl and Mayan phonograms into digital stitch patterns using JavaScript and TypeScript
- Produced original hand-woven textiles encoding Maya visual data, bridging computational logic and traditional craft as a form of Indigenous knowledge preservation.