

ALEXANDRIA HESTON

UI/UX DESIGNER

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SKILLS

User Personas
Information Architecture
Site Mapping
Wireframing
Prototyping
Heuristic Evaluations

Adobe Suite
Sketch
Figma
Unity
Unreal
Blender
Maya

CREDITS

Pokémon Go (2020-22)
Pancake Pals (2020)
Project Create: 1.3 (2019)
Undersea (2019)
Spatiate (2018)

PUBLICATION

Game Usability (2022)
Ch. 17 "The Design of
Virtual and Augmented
Realities"

EXPERIENCE

UX DESIGNER

Niantic Inc. | June 2020 - Present

I am responsible for designing intuitive UI, creating interaction flows, and helping with the direction of Niantic's AR products to merge the virtual with the real world and to encourage players to experience adventures on foot.

UI/UX VISUAL DESIGNER

Magic Leap | January 2019 - April 2020

My role involved creating and implementing the UI, UX, and Interaction Design for Studios applications presented on the Magic Leap One headset

LEAD DESIGNER

Across Realities | June 2018 - Jan 2019

I operated as the Lead Designer for Across Realities projects, where I was tasked with designing applications within different VR/AR devices and platforms.

UX DESIGN CONSULTANT

Avanade | July 2017 - Nov 2018

I worked as a full-time UX Design Consultant for Enterprise Companies around the United States, offering timely and thoughtful design solutions during each product cycle.

EDUCATION

Indiana University Bloomington
BS, Computer and Information Sciences
Minors: Human-Computer Interaction (HCI) & Italian