

Summary

Product designer with a background in education and accessibility, working across research, interaction design, visual design, systems, and working software. I design around real behavior and constraints, from AAC and household finance to public events and exhibition experiences. I use AI-assisted implementation when it lets me test product decisions in functioning software instead of stopping at static prototypes.

Selected Product Work

uxbylidiaochoa.com

ComBoard - AAC App2024-26

- Designed and shipped an AAC tool through long-term use with a nonspeaking student with cerebral palsy, later expanding it into a configurable iPhone and iPad app.
- After the functional prototype, **successful communication-tool uses increased 9.8x per day**; the primary user rated ComBoard **5/5** versus 3/5 for the plexiglass E-TRAN board and 1/5 for Tobii.
- Owned product and interaction decisions, testing, and evaluation while directing AI-assisted implementation.

Product Design

Accessibility

AAC

Bb Budget - Household Finance Product2025-26

- Designed and directed a household budgeting product for two people with different tracking habits, including Single, Combined, and Side-by-side views plus Plaid-synced and manual workflows.
- Grew a local prototype into a shared multi-user system spanning categorization, permissions, privacy, and visual design, used by one real household and built through AI-directed development.

Product Design

Interaction Design

Systems Thinking

Seattle AI on Tap - Gallery Walk2026

- Designed a gallery-walk format where attendees could interact directly with AI-built projects; created the event page and submission flow, secured and prepared the venue, and supported presenters.
- Drew **45 registrations**, approximately **35 attendees**, and **9 presenters** at Slip Gallery in Seattle.

Experience Design

Event Design

Facilitation

Our Light Unbound - Exhibition & Experience Design2024-26

- Co-curated a month-long public exhibition with Yaz; led the campaign, workshop scheduling, digital catalogue, venue coordination, and much of the visitor experience.
- Co-secured **\$11,500 in 4Culture funding**; opening night drew **1,000+ visitors**.

Experience Design

Campaign Design

Accessibility

Professional Experience

EducatorApr 2024 - Present

Brock's Academy - Woodinville & Seattle, WA

- Provide 1-on-1 instruction across private-school, tutoring, and NPA settings to students ages 6-adult, including neurodivergent students and students with complex learning needs.
- Supported a nonspeaking student with cerebral palsy for more than a year; designed and deployed ComBoard through ongoing use and feedback.
- Since Fall 2025, teach as an NPA educator supporting autistic students, applying Collaborative Problem Solving, individualized supports, and 2E strategies.

Mathematics Teacher & Department LeadAug 2021 - Dec 2023

Bob Hope School - Port Arthur, TX

- Led a 5-teacher department and, as the school's sole Algebra I teacher, deployed data-driven curricula that lifted the school-wide Algebra I EOC pass rate by **140%**.
- Awarded **Rookie Teacher of the Year (2022)** for project-based assessment and education-technology integration.
- Adapted instruction for English-language and Spanish-only students, building bilingual supports into lessons.

Contact

-  lidia.ochoa@uxbylidiaochoa.com
-  +1 (936) 253-9297
-  Seattle, WA
-  www.uxbylidiaochoa.com
-  linkedin.com/in/lidia-ochoa

Languages

Spanish - Native

English - Professional/Native

Design & Research

Product Design

Interaction Design

User Research

Accessibility

Information Architecture

Systems Thinking

Visual Design

Usability Testing

Responsive Design

Experience Design

Tools

Figma

Astro

HTML/CSS

Claude / AI-assisted development

Webflow

Adobe Creative Suite

Miro

Education

Bachelor of Arts
Rice University2021

Google UX Design Certificate
Coursera/Google2025

UX/UI Designer Professional Certification
Uxcel2025