

GRETCHEN ORTIZ

UX / Data Analyst

Los Angeles, CA / Willing to relocate

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<http://www.gretchenortiz.com>

Work Experience

Data Analyst at Finezt Gaming Entertainment [Remote: July, 2021 – Present]

Main task: data analysis of player statistics for tournament decision-making and community share-outs. Game stats extracted (game replays and APIs) and then analyzed with Google Sheets. Product: **FGE Sponsored Tournaments.**

- | Creation of Python scripts to get information from the web (tracker.gg and others)
- | Google Sheets for pivots and pivot charts.

Statistician at Rocket Street [Remote: April, 2020 – October 2020]

Main task: finding interesting facts about the tournaments/players for official streams. Game stats are extracted from JSON files (game replays and APIs) and then analyzed with advanced Excel techniques.

Product: Rocket League Official South America Tournaments.

- | Creation of Python scripts to get information from JSON files (saved files, and web-scraping).
- | Advanced Excel techniques such as pivots, functions, and formulas.

UX Researcher at Facebook [Menlo Park, CA: June, 2017 – March, 2019]

My main responsibility was to represent the voice of the advertiser to internal teams by conducting research. This involved planning, recruitment, conducting research, analysis, and reporting. Frequently used methods: remote interviews, surveys, usability tests, and card sorting. **Product: Ads Manager and Ads Reporting.**

- | Conducted 18+ projects with high-end and mid-level marketers running Facebook Ads.
- | Mastered basic SQL to query databases on a biweekly basis.
- | Excel and Tableau to analyze quantitative data and create professional visualizations.
- | Qualtrics for surveys – creation, distribution, and analysis.
- | Creation and presentation of deliverables with actionable insights.

User Research Assistant at Anki [San Francisco, CA: March, 2016 – May, 2016: Freelance]

Mainly involved with the technical aspect of the tests and analysis of videos as well as intake and outtake of participants. **Product: Cozmo.**

Jr. User Researcher Assistant at Activision [Santa Monica, CA: March, 2015 – July, 2015: Contract]

Assisted with the execution of game progression testing and playtesting under the direction of a supervisor. This included recruitment, lab setup, intake/outtake of participants and recording/reporting of playtests.

Product: Guitar Hero Live, Skylanders: Superchargers, and Call of Duty: Black Ops III.

- | Excel for statistical analysis to report on difficulty settings and sentiment analysis.
- | Troubleshooting PlayStation and recording software (PC).
- | Creation of reports with color-coded actional insights.

More on my website - <http://www.gretchenortiz.com>

Education

MS in Human-Computer Interaction, 2008 → Georgia Institute of Technology
Atlanta, Georgia.

BA in Psychology, 2004 → University of Puerto Rico, Rio Piedras

Languages

Spanish
English