

GRETCHEN ORTIZ

Data/UX Analyst

Bay Area and Los Angeles / Willing to relocate
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Work Experience

UX Researcher at Facebook [June, 2017 – March, 2019]

Main responsibility was to represent the voice of the advertiser to internal teams by conducting qualitative 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.

- As a researcher in the Measurement and Analytics team, I gained vast knowledge of the Facebook Ads ecosystem.
- Conducted 18+ projects with high-end and mid-level marketers running Facebook Ads.
- Mastered SQL to query databases on a biweekly basis.
- Used Excel and Tableau to analyze quantitative data and create professional visualizations.
- Used Qualtrics for surveys – creation, distribution, and analysis.
- Used SPSS for statistics related to sentiment analysis.
- Creation and presentation of deliverables with actionable UX insights

User Research Assistant at Anki [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.

- Setup included iPad and Wirecast.
- Video editing with iMovie and creation of deliverables with PowerPoint.

Jr. User Researcher Assistant at Activision [March, 2015 – July, 2015 - Contract]

Assisted with the execution of game progression testing and playtesting under the direction of a supervisor, including setup, intake/outtake of participants, recording/reporting of the players' experiences, and other research related activities including recruitment. Product: Guitar Hero Live, Skylanders: Superchargers, and Call of Duty: Black Ops 3.

- Used Excel for statistics related to difficulty settings and sentiment analysis.
- Setup included PS4 and Wirecast.
- Troubleshooting devkits.
- Deliverables with actional insights created with Word.

Search Engine Optimizer at Submit Express [June, 2013 – February, 2015]

Responsibilities included maintaining an open channel of communication with 35+ clients and increasing the search engine visibility of their businesses by implementing offsite and onsite marketing plans. The analysis of data from Webmaster tools and Google Analytics for SEO and UX strategies.

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

Skills

RESEARCH

Usability, Surveys, Card Sorting, Interviews.

[Qualtrics,
GoToMeeting]

EVALUATION

Data query, Scenarios, Heuristics, Statistical analysis.

[Tableau, Excel, Word]

TECHNICAL

SQL, HTML, Digital Marketing Analytics.

[Google Analytics,
Facebook Analytics]

HARDWARE

Troubleshooting of hardware and software.

[PS4, iPad, PC,
Wirecast]