

GRETCHEN ORTIZ

User Research Analyst

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Work Experience

User Research Analyst at Gearbox Publishing [Remote: September 2022 – Present]

Working in collaboration with project developers and User Research Investigators by analyzing telemetry data collected on titles from across the Gearbox portfolio. Advocating for data collection and analysis best practices as well as helping to improve the Analysis Team's capabilities.

- | Creation of visualizations, dashboards, and stories with **Tableau**
- | **MySQL** for reviewing and quick analysis of telemetry (QA)

Data Analyst at Finezt Gaming Entertainment [Remote: July 2021 – July 2022]

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 analysis and visualizations.

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

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

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 Research 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.

- | Troubleshooting PlayStation and recording software (PC).
- | **Creation of reports** with color-coded actionable insights.

Education

Data Analytics Professional Certificate, 2022 → Google Career Certificates. Competency in tools and platforms including **spreadsheets**, **MySQL**, **Tableau**, and **R**.

Master's in Human-Computer Interaction, 2008 → Georgia Institute of Technology

Bachelor's in Psychology, 2004 → University of Puerto Rico

Languages

- Spanish
- English