

GRETCHEN ORTIZ

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User Experience Analyst

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 and usability tests. Product: Ads Manager and Ads Reporting.

User Research Assistant at Anki [March, 2016 – May, 2016 – Freelance]

Assisted in the execution of usability and marketing tests. Setup included iPad and Wirecast. Reported findings at informal and formal meetings. Intake and outtake of participants. Video editing and creation of deliverables pointing out issues and suggestions. Product: Cozmo.

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

Assisted with the execution of a variety of tests 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. Games: Guitar Hero Live, Skylanders Superchargers, and CoD Black Ops 3.

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.

Academic Projects

2008 - What gamers really do: Multi-tasking while playing online computer games. Designed a case study and recruited participants. Followed the contextual inquiry method by playing Maple Story Global and conducting in-game interviews. Collated data and presented findings.

2007 - Research study of an Online Community/ MMORPG. Evaluated aspects of the game based on online community principles, recruited participants and conducted phone interviews with actual players. Also created personas based on the analysis and Bartle's (MUD) players. Designed a prototype (wireframe) and presented findings.

More on website

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 - Native
English - Fluent

Skills

RESEARCH

Usability and marketing tests, card sorting, interviews, surveys.

[Qualtrics, GoToMeeting]

EVALUATION

Personas, scenarios, heuristics, statistical analysis.

[SPSS, Excel, Word]

TECHNICAL

Low(mid)-fidelity prototyping, basic sql, html, css, web analytics

[Google Analytics, Wordpress]

HARDWARE

Troubleshooting, assembly and setup of hardware and peripherals

[PS4, Xbox One, iPad, PC, Wirecast]