

GRETCHEN ORTIZ

UX / Data Analyst

Los Angeles, CA / Willing to relocate

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Work Experience

Statistician at SAM Rocket League Tournaments [Remote : April, 2020 – Present: Volunteer]

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.

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

Digital Marketing Analyst at Sudd City Adventures [Remote : April, 2020 – June, 2020]

Managed the Twitter and Facebook Ads campaigns for a small indie game. Optimized their targeting for better spending of their limited budget. Used Google Spreadsheets (formulas) to compile and analyze data from the ads platforms and Google Analytics. **Product: Sudd City Adventures.**

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.**

- | Gained vast knowledge on the Facebook Ads ecosystem.
- | 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 UX 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.**

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

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.

- | Used Excel for statistical analysis to report on difficulty settings and sentiment analysis.
- | Troubleshooting PlayStation and Wirecast (PC).
- | Deliverables with color-coded actional insights created with Word.

Search Engine Optimizer at Submit Express [Burbank, CA : 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 SEO plans. The analysis of data from Google Search Console and Google Analytics for assessment/reports.

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