

# GRETCHEN ORTIZ

UX / Data Analyst

Los Angeles, CA / Willing to relocate

[gretmail@gmail.com](mailto:gretmail@gmail.com)

<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 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.
- 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 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