Rocio Perez, UX Researcher & Designer

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SKILLS

User-Centered Design Principles, Quantitative & Qualitative User Research, Usability Testing, User Interviews, Data Analysis, Wireframing, Prototyping, User Flow Diagrams, Journey Mapping | Figma, Microsoft Office, Google Suite | Fluent in English and Spanish

EXPERIENCE

IBM Research (Capstone Project) - *UX Researcher & Designer*

April 2024 - Dec 2024

- Facilitated desk research (competitive analysis, semi-structured interviews, literature review) to gain fundamental understanding of the gen AI landscape
- Iteratively designed an educational platform that simplifies gen AI so users become conscious users and consumers of AI.

Inspirame, Inc - *UX Design Intern*

June 2024 - Nov 2024

- Conducted competitive analysis, market research, user personas, and user flows
- Presented ideas to stakeholders, working collaboratively with the design team for design critiques and iterations
- Worked cross functionally with other departments to gauge design feasibility, and ensure consistency in branding and design language

Mosi Audio, Inc - *UX Product Intern*

June 2024 - Sept 2024

- Bridged the gap between the product's current market presence and its potential by understanding current and prospective user needs
- Led new user surveys, usability testing and user interviews to create data-driver insights, informing product enhancements, usability improvements, and market positioning strategies.

Graham Adair, Inc - *Immigration Paralegal*

Sept 2018 - Present

- Managed a large database of client information, showcasing data organization and management skills, collaborating closely with stakeholders to address pain points

EDUCATION

University of California, Santa Cruz   Dec 2024
MS in Human Computer Interaction

University of California, Riverside   June 2018
BA in Sociology and Public Policy