GABRIELA MADRID

UX Researcher & Designer

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SUMMARY

User Experience Researcher & Designer experience on Computer Science and Technology. Always proactive, enthusiastic and willing to go the extra mile in any professional or personal project. Proven ability to rapidly learn new tools or programming languages.

COMMUNITY

Volunteer

- *Society of Hispanic Professional Engineers*
- *ChickTech* – Helped to plan and implement a workshop for game development to girls in high school.
- *User Experience Professionals Association* (UXPA) – Citizen journalist, registrations, etc.
- *Pixel Arts* – Mentor on a program dedicated to social transformation through teaching how to implement video games.

University of Washington

- I serve as an International Student Representative on the Graduate Student Association of the MS in HCDE program.
- Teaching Assitant for the Physical Computing and Prototyping class

TRAINING & SKILLS

Research:
- Interviews, surveys, bodystorming, collaborative ideation and design, card sorting, observations
- Personas, user journey map, storyboard
- Morae Recorder & Observer

Design:
- Sketch, Illustrator, InDesign, Photoshop, Tableau
- Unity, Axure, Balsamiq, InVision, Pop, Justinmind

Programing languages & other activities
- Java, C#, ASP.NET, Javascript, HTML, CSS, jQuery

Courses, conferences
- VR/AR Hackathons
- Immerse (VR) (2016)
- Sitecore CMS Certification & Dreamcore

LANGUAGES

- English (TOEFL iBT - 101pts)
- Spanish (native)

EDUCATION

University of Washington — Seattle, WA
Master of Science in Human Centered Design & Engineering (GPA 3.9/4) — 2015 – Present

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) — Monterrey, MEX
Bachelor of Science, Computer Systems (GPA 96/100) — 2001 - 2006
- Awarded excellence scholarship and graduated with honors

UX EXPERIENCE

OnDeck Capital — New York, NY
UX Designer Intern — Summer 2016
- **Loan Application Redesign:** As one of four UX designers on this project, I contributed to brainstorming efforts, high-impact design sessions, and user research to create hi-fi prototypes. When in production, this redesign is expected to significantly reduce the rate of application abandonment. *Tools:* Sketch, InVision, UserTesting.com
- **Assorted Tasks:** Redesign of form controls and a progress bar. Implemented creative designs for SEO pages. Contributed on style guide.

UX PROJECTS — Seattle, WA

- **Virtual Reality Interactions Design - UW Capstone sponsored by Valve:** Designed new features based on user research by analyzing VR interaction patterns to improve the new user onboarding experience.
- **Context-aware Technologies - sponsored by Google:** Literature review and user research (diary studiers) to explore how context-aware technologies can generate positive interventions. (In progress)
- **Gaming Accessibility - Directed Research Group:** User research surrounding game accessibility for players with motor impairments. Plan to expand the Video Game Metadata Schema for informed gaming acquisition. (In progress)
- **Experimental Research:** Performed studies to write an academic paper portraying the effects ratings have in people's pre-established product opinions.
- **Neighborhood Data Visualization:** Designed visualizations for assessing neighborhood quality based on relevant attributes determined by user interviews and surveys, which included home prices and reports of complaints made by citizens.
- **UX Patterns Catalog - Directed Research Group:** Created new design patterns based in academic research to facilitate and expedite product design development.
- **User-Centered Web Design:** Redesigned information architecture, visual design and content structure of a Non-profit organization website based on extensive user research.
- **HTC Print Studio Usability Study:** Designed and moderated usability studies leading to actionable insights to improve and enhance the application's experience.
- **User-Centered Application Design:** Created high-fidelity prototype for mobile application to re-invent the tedious event planning experience and allow users to plan them in a fun and engaging way.

CS EXPERIENCE

Serverlogic — Portland, OR
Sr. Software Engineer — 2011 - 2015
- **Web Content Management System implementation:** Using Sitecore CMS and ASP.NET 4.0, I worked with a variety of customers, ranging from the financial industry to large, well-known nonprofits. Key developer and trainer on the following websites: Make-A-Wish Foundation, Lattice Semiconductor, Genworth (internal site) and Keynote. Important achievements:
  - Inherited failed project from another company. Turned project around successfully in half the time that what was expected.
  - In a team of 2, developed the core back end of the MSN on Mobile prototype website in three weeks. Had about 30 million page views a month while on production.
- **Technical support:** Worked fixing bugs or adding new functionality to websites developed by other companies using heuristics. Among the websites that I have supported are: Moda Health, Zevez.com and Esri.

Inflection Point Systems — Monterrey, MEX
Software Developer & Technical Leader — 2006- 2011
- **Web Content Management System Project management & implementation:** Successfully led the development of a law firm website and a university portal.
- **Users manuals:** Created manuals for content editors
- **Training:** Trained 20% of the company on "SQL Fundamentals" and jQuery.
- **Bug fixing and project migration:** Projects were on Java, C++ and C#.