Eli Jaramillo

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EDUCATION

University of California, Irvine - Irvine, CA   **Sep 2017 - Jun 2021**
Dual Degree
BS, Informatics - specialization in Human-Computer Interaction
BA, Business Economics

WORK EXPERIENCE

California Thrift Store - Brawley, CA
Owner   **Dec 2023 - Present**
Lead digital transformation of operations to lift inventory turnover ratio through multichannel retailing.
- Grew monthly revenue by 10% by launching a Shopify ecommerce platform, optimizing user journey through competitive analysis of UX design.
- Executed targeted digital marketing campaigns, achieving an 8% CTR on social ads through variant A/B testing, boosting web traffic by 150%.
- Secured a strategic bank loan for property acquisition at 65% below market value, redirecting $255K+ in savings towards advertising campaigns.

Capital Group - Irvine, CA
Solutions Engineer II   **Apr 2023 - Dec 2023**
Oversaw product optimization initiatives for talent development, enhancing user experience for 400+ associates.
- Led a team of 9 to expand an HRIS data management platform, resulting in $1MM in annual savings by automating core processes.
- Managed the implementation of a people insights SaaS platform, boosting user adoption rate by over 20% and response rates by 8%, enriching data quality for the 360 performance review process.
- Championed user-centric design principles to overhaul system UX, achieving an 80%+ user satisfaction rate by identifying key customer pain points through VoC analysis.

Solutions Engineer   **Aug 2021 - Apr 2023**
Drove the alignment of cross-functional teams to build efficient solutions throughout HR operations.
- Directed the end-to-end development of a full-stack web application, resulting in $750K+ annually in cost savings by streamlining HR processes through consolidation of data sources.
- Conducted quality assurance and scenario testing for HR data platform, enhancing system reliability by minimizing errors to nearly 0% through automated Alteryx workflows.
- Adopted Agile methodologies across projects, lifting team productivity by nurturing a culture of collaboration and continuous improvement.

PROJECT EXPERIENCE

Siliconian Showdown
- Spearheaded the 0-1 reverse engineering of a popular online game, resulting in 2000+ matches played by leveraging the MERN stack and prioritizing features based on usage rates.
- Launched a Discord community platform, achieving a 100%+ surge in active community membership by organizing community polls and integrating user feedback throughout the product lifecycle.

SKILLS

- Spanish (Native), Agile, Scrum, Jira, Confluence, Figma, Axure, Alteryx, Microsoft Office, Javascript, Python