



Sheri Ochoa

SKILLS

Languages: English, French and Spanish, HTML, CSS, JavaScript, MySQL

Software: Adobe Suite, WordPress, Figma, Google Analytics, vsCode

- Analytical thinking
- Attention to detail
- Versatile and autonomous
- Empathic, active listening
- Cultural competence

EXPERIENCE

Windmill Microlending
Montreal, Canada
03/2022- PRESENT

Bilingual Client Success Coach

Coach clients on their learning and employment plans.
Conduct a holistic evaluation of clients' needs.
Create an action plan to help clients reach their career goals.
Provide clients with resources and referrals.
Portfolio management.
Keep up to date loan recipient records.

Freelancer
Online
06/2021- 03/2022

User Experience Researcher/Designer

Consult with clients to understand their goals.
Plan and conduct surveys and interviews to understand users' needs.
Create user stories, personas, and empathy maps.
Interpret data and qualitative feedback.
Conduct A/B testing.
Build Customer Journey Map.
Re-design user flow of websites.
Create wireframes and mockups.
Usability testing.

**Université Laval/Centre
interdisciplinaire de recherche en
réadaptation et intégration sociale**
Quebec, Canada
01/2017 - 12/2019

Student Researcher

Design and develop an app to guide seniors with dementia through musical tasks using React and VS Code.
Track study timelines and budget.
Recruit, screen and manage research participants.
Conduct interviews, surveys, usability tests, co-design and focus group sessions.
Synthesize data and effectively communicate findings.

**Centro Integral Educativo en
Desarrollo Humano y Salud**
Morelia, Mexico
2/2016 - 08/2016

Psychology Intern

Assess the needs of children and their family.
Evaluate and analyze the clinical intervention's outcomes.
Develop and animate informative and educational sessions for the parents.
Connect patients with community support systems, and medical services.

Universidad Michoacana de San Nicolás de Hidalgo Morelia, Mexico 04/2012 - 04/2016	Assistant Project Coordinator Assist with the planning and animation of workshops for science popularization. Popularize scientific information for the lay public and create educational material.
Juvenile Penitentiary of Morelia Morelia, Mexico 09/2015 - 12/2015	Mental Health Coach Provide brief cognitive-behavioral interventions to teenage males with substance use disorder.
Université du Québec à Trois-Rivières Trois-Rivières, Canada 06/2015 - 08/2015	Research Intern for Mitacs Globalink Collaborate designing the research protocol. Screen participants for the experiment. Administer and score questionnaires, perception tests, and computerized tests.

EDUCATION

Université Laval Québec, Canada 2017 - 2019	Master's Degree in Research in Clinical and Biomedical Sciences
Universidad Michoacana de San Nicolás de Hidalgo Morelia, Mexico 2012 - 2016	Bachelor's Degree in Psychology

VOLUNTEER WORK

LibreTactile Organization Montreal, Canada 04/2022 - present	UI/UX Designer - Web Developer Build and maintain a website to promote research and attract participants, collaborators, sponsors, and partners.
Montreal Quaker Meeting Montreal, Canada 07/2021 - present	Member of the Communications Committee Maintain the website ensuring compliance with AODA law. Re-design layout of MQM Newsletter. Modernize their newsletter publishing process using Cyberimpact and cloudHQ services. Onboard collaborators on newsletter editing tools and on remote working solutions.
Lethbridge-Layton-Mackay Rehabilitation Center Montreal, Canada 01/2022 - 12/2022	User Research Facilitator Assist in conducting user research with participants for the development of assistive technology. Assist in the usability testing of the technology.

INTERESTS

Passionate about creating intuitive and enjoyable experiences. I spend my free time doing DIY projects and cooking international cuisine.