

GABRIELA MADRID

UX Designer/Researcher



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SUMMARY

User Experience Designer and Researcher with background 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.

Looking for an internship to design new products or improve the user experience on current ones by following the User Center Design process.

VOLUNTEER

- **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.

TRAINING & SKILLS

Tools

- Illustrator, InDesign, Photoshop
- Balsamiq, InVision, Pop

Programming languages

- Java, C++, C#, ASP.NET, Javascript, HTML, jQuery

Courses

- UX Speaker and HCDE Seminar Series (UW)
- Sitecore CMS - Dreamcore (2012 & 2009)
- SQL Fundamentals - Oracle (MX, 2011)
- Sitecore Certification (MX, 2011)
- Project Management - Tricks of the Trade (2010)
- Object Oriented Analysis and Design using UML

LANGUAGES

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

EDUCATION

Seattle, WA

2015 – Present

University of Washington

Master of Science in Human Centered Design & Engineering (GPA 4/4)

- *Key courses:* User Centered Design, Usability Studies, Visual Communication

Monterrey, MX

2001 - 2006

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

Bachelor of Science, Computer Systems (GPA 96/100)

- Awarded Excellence Scholarship and graduated with honors

UX PROJECTS

Seattle, WA

Present

University of Washington

- **Design UX Patterns Catalog:** Member of a research group that creates new design patterns based in academic research to help designers having a base when starting a product design. *Prototyping tools:* Justinmind and Balsamiq
- **Usability Study for HTC Print Studio:** Implemented a screener, generated usability test scripts, recruited participants (3 of 8), moderated two tests, note taker for two tests, and currently working on the final reports.
- **GoSeek:** Followed User Centered Design (UCD) process to create a high fidelity prototype and requirements specs for a mobile application that helps planning events among friends. *Prototyping tools:* Illustrator, InVision, Pop.
 - For the initial research directed extreme interviews (60 min). The findings were supported with surveys and lit review.
 - Conducted usability tests that helped us gather valuable information to improve our product.
- **Coming to America:** Worked on this research group to help on design decisions and implement part of the website that can be used for international students to adapt faster to live in the USA. (Ruby on Rails)

2015

2015

EXPERIENCE

Portland, OR

2011 - 2015

Serverlogic

Sr. Support Engineer

- **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 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.
- **Training:** Trained the content editors for the new websites.

Monterrey, MX

2010 - 2011

Inflection Point Systems

Technical Leader

- **Project Planning:** Timeline estimations and resource allocation.
- **Project Management:** Managed the entire development process, from initial requirements gathering with clients, to providing consulting on continuous process improvements.
- **Web Content Management System Implementation:** Successfully led the development of a law firm website and a school portal.
- **Users Manuals:** Created the manuals for the content editors
- **Training:** Trained 20% of the company on "SQL Fundamentals – Oracle" and basics of jQuery.

2006 - 2010

Software Developer

- **Web Content Management System Implementation:** Supported the implementation of a multinational school association based on Sitecore CMS.
- **Bug fixing and Support:** Projects were on Java, C++ and C#.
- **Project Migration:** Implemented a Java version of a C++ JMS application.
- **Evaluation System:** Developed tool that helps with employee evaluations.