

Janelle B. Gatchalian

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EDUCATION

Nielsen Norman Group, The Human Mind and Usability, Lean UX and Agile, User Interface Principles certifications, 2017

UCLA Extension, Wearable Computing: The Next Step in Human Computer Interaction; User Experience II: Iteration;

User Experience: Mobile First, User Experience I: Survey; Design Thinking I, 2015–17

IDEO + Acumen, Human-Centered Design; Insights for Innovation, 2016

UCSD Extension, Copyediting I, 2014

Smith College, Northampton, MA, USA. B.A., Art History, 2012

Università degli Studi di Firenze, Florence, Italy, spring semester 2011

WORK EXPERIENCE

Getty Research Institute Publications, Los Angeles, CA

Editorial Coordinator and UX Specialist

Nov. 2013–present

- Coordinate the acquisition, licensing, and editing of 90+ print and digital scholarly art publications at a time.
- Lead UX research for digital publications (web and app, mobile and desktop).
- Collaborate with subject matter experts, stakeholders, designers, and developers through an agile and iterative approach.
- Define user problems and needs through “user stories.” Draft criteria for features and functions based on stories.
- Create wireframes and clickable prototypes. Conduct usability tests and iterate on wireframes based on user feedback.
- Supervise the work of part-time and full-time interns.

You Go! Girl Coaching, Los Angeles, CA

Content Strategist and UX Designer (freelance)

Aug. 2016–Dec. 2016

- Developed content and user experience strategy, personas, and key metrics with stakeholder.
- Designed landing pages, flyers, website, and email newsletters using wireframing software and MailChimp.
- Established and followed an editorial calendar that outlines content plans, platform, and audience.
- Managed all media assets, including text, video, audio, and images, on WordPress (yougogirlcoaching.net) and Hootsuite.

Wall Financial, Inc./BNB Financial, Inc., Glendale, CA

Loan Coordinator

Nov. 2012–Nov. 2013

- Oversaw the submission of loan applications (averaging \$30 million/month). Created business reports using Excel.
- Performed quantitative and qualitative analysis to evaluate a borrower’s risk to an institutional investor.

Smith College, Department of Art, Northampton, MA

Research Assistant

Sept. 2009–Dec. 2010

- Proofread English and Spanish text and tested web links for a DVD version of *Vistas*, a multimedia resource on the visual culture of colonial Spanish America from 1520–1820 that originated online (smith.edu/vistas).
- Assessed scholarly and popular articles in preparation for teaching and academic publication.

The Sophian (student-run newspaper of Smith College), Northampton, MA

Managing Editor

Sept. 2008–May 2010

- Oversaw and scheduled all marketing and advertising for the collegiate newspaper. Managed financial transactions.
- Increased revenue in the midst of a recession. Collaborated with multiple editorial departments to meet deadlines.

TECHNICAL AND LANGUAGE SKILLS

- Wireframing, Prototyping, and Testing: Sketch, Invision, Adobe XD, Atomic, Balsamiq, Gliffy, [usertesting.com](https://www.usertesting.com); Web: HTML, CSS, C/C++ (for Arduino), WordPress; Design: Adobe Creative Cloud (Photoshop, InDesign, Illustrator); Project Management: Atlassian Confluence, GitHub; Financial Management: Oracle PeopleSoft, Calyx Point, LendingQB, and GAAP.
- Working knowledge of *The Chicago Manual of Style* and *The Associated Press Stylebook*.
- Speaking fluency in Italian and Tagalog. Reading competency in Italian, Tagalog, and Spanish.