Nelson R. Gomez

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EXPERIENCE

User Experience Society (Jun 2016-May 2017)
Associate Director for User Research

- researched for all paid projects from clients of the organization, providing support to the creation of the user experience of the products

- made articles on Medium about varied topics. One received a reach of 2.7k and a read ratio of 43%

- taught five underclassmen about analysis methods useful in marketing, user experience, IT and project management. They won a competition on IM

- critiqued, analyzed, and proposed designs about the school's student gov't's website, and the enlistment system.

Manly Plastics Incorporated (Oct 2016-May 2017)
Project Manager for North Star Solutions

- led a team of five to reengineer a customer inquiry management system with the goal of indirectly increasing sales and speeding up decision support

- created the user interface and flow of the system based on numerous interviews and iterative testing

- increased support for decision-making by speeding up report generation from a minimum of 3 hours to a 5 second average

Burger King Philippines, JFC (Jan 2017-Apr 2017)
Independent Branding Consultant

- analyzed the brand positioning and performance of Burger King in the Philippines with a team of five and provided a recommendation to the management on how to do better

Blogapalooza (May 2016-Nov 2016)
Business Development Associate

- led a research effort to better understand the influencer market

- used insights gathered from the research effort to suggest features and functionalities for a B2I platform called BuzzIn

- crafted a brand image, designs, pitches and a pitch deck in preparation for BuzzIn's Grand Launch

EDUCATION

Ateneo de Manila University (2013-2017)
BS Management Information Systems, Specializing on Data Sciences, and Minor in Management

- graduated on May 2017

MY RESEARCH PROCESS

- Gather data through interviews, stratified surveys
- Analyze data for insights using models
- Identify the problem through the insights and data
- Create possible solutions and enact the best fit solution
- Test and Iterate

AWARDS

Ateneo MISA
Unlimited: IM Conference Competition (Nov 2014)
Won third place out of 20 teams

Ateneo MEA
Breakthrough: A Strategic Decision Management Case Competition (Apr 2016)
Part of the Top 6 teams (out of 60) in the final round

SKILLS

- Business Process Reengineering
- Market Research
- Brand Management
- User Research
- Interaction Design
- Visual Design
- Front-end Web Dev't

PROFICIENCIES

- Ruby on Rails
- HTML/CSS
- Adobe PS/XD/ID/AI
- Python
- C#/Java