

Nelson R. Gomez

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EXPERIENCE

User Experience Society (Jun 2016-Current)

Associate Director for User Research

- researched for all paid projects from the 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.

Blogapalooza (May 2016-Nov 2016)

Business Development Associate

- led a research effort to further and 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

Manly Plastics Incorporated (Oct 2016-Current)

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

Hinomoto (Feb 2016-Current)

Deputy Marketing Director

- assisted in helping get sponsors, helped raise 270,000 pesos worth of cash and giveaways for our flagship event, Natsu Matsuri, a Japanese Summer Festival

EDUCATION

Ateneo de Manila University (2013-Current)

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