NIKA FAITH ABLAO

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EDUCATION

Cornell University
College of Arts & Sciences
Ithaca, NY | May 2018

Bachelor of Arts in Information Science
Concentrations in UX, Digital Culture & Production, and Data Science
Minor in Business

EXPERIENCE

Ecommerce Analyst & Data Scientist | Petco Inc.
San Diego, CA | Sep 2018 to Present
Supported the Search & Category team by creating scorecards to track the effects of changes made to the site. Created and maintained a weekly report of lost revenue via out of stock instances on Petco.com. Behaved with a bias for action after discovering several faulty promotional codes; collaborated with the Web Development and IT teams to fix the issue. Completed an insightful report about the annual customer value of Repeat Deliverly customers acquired during Holiday 2017. Utilized UX background to analyze certain pages on Petco.com (brand pages, product detail pages) and recommended changes which to increase conversion rates and better the customer experience.

Undergraduate Research Assistant | Cornell Social Media Lab
Ithaca, NY | Jan 2017 to May 2018
Led a team of fellow RAs in designing and developing a responsive site to host the lab's TestDrive project, a collaboration with Common Sense Media in the hopes to teach students safe social media practices. Created basic graphics to be used on the TestDrive site. Assisted graduate students with the technical aspects of their research by overseeing the collection of survey data and metadata.

Freelance UX Consultant/Designer | Independent
San Diego, CA & Ithaca, NY | Jan 2015 to May 2018
Created high-fidelity prototypes and provided design insight to student groups and start-ups to increase their digital presence and create more intuitive interfaces for their users.

Ecommerce Analyst Intern | Petco Inc.
San Diego, CA | June 2017 to August 2017
Carried out an exhaustive audit of all tags present on the eCommerce site and attributes being collected in the data layer; decreased page load time by 4%. Identified important user flows & patterns and utilized business analytical tools to give business recommendations in order to improve their users' experiences. Worked with the Digital Production team in creating pages for the responsive redesign of the site.

Web Designer | Cornell High Energy Synchrotron Source
Ithaca, NY | Feb 2015 to May 2015
Collaborated with a faculty member to construct an accessible website presenting the timetable, relevant research material, and related information about an upcoming conference.

SKILLS

Web Analytics	Adobe Omniture, Google Analytics, Tealium Tag Manager, IBM Coremetrics, Microsoft Excel, Python, R
UX Methodologies	User Research & Persona Creation, Storyboarding, Affinity Diagramming, Web & Multimedia Design, Interaction Design, Usability Testing, Heuristic Evaluation
Design Toolbox	Adobe CC (Ps, Ai, Id, Xd, Dw, Sp), Sketch, Axure, Balsamiq, Invision, Marvel
Technical Skills	HTML, CSS, SQL, JavaScript, jQuery, React.js, d3, PHP, Java