NIKA FAITH ABLAO

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EDUCATION

Cornell University
College of Arts & Sciences
Class of 2018

B.A. of Information Science
Concentrations in UX, Data Science, and Digital Culutre & Production
Minor in Business

EXPERIENCE

Ecommerce Analyst
Sep 2018 - present

Petco Inc.
Pioneered customer based reporting for the Repeat Delivery program that furthered understanding of cohort retention and lifetime value. Architect of the Adobe Omniture solution design. Supported enterprise-wide campaigns by providing thorough pre/post customer behavior analysis. Analyzed user behavior in important funnels and functions for site section owners based on UX design strategy, practices, and guidelines.

Research Assistant
Jan 2017 - May 2018

Cornell Social Media Lab
Led a team of fellow RAs in designing and developing a responsive site to host the lab's TestDrive project. Assisted graduate students with the technical aspects of their research by overseeing the collection of survey data and metadata.

Ecommerce Intern
Jun 2017 - Aug 2017

Petco Inc.
Carried out an exhaustive audit of all data points being collected in the data layer; decreased page load time by 4%. Analyzed user behavior patterns and gave business recommendations in order to improve their users' experiences. Created nomenclature for link tracking on Petco.com.

Web Designer
Feb 2015 - May 2016

Cornell High Energy Synchrotron Source
Collaborated with a faculty member to construct an accessible website presenting the timetable, relevant research material, and related information about an upcoming conference.

SKILLS

Ecommerce Analytics
Adobe Omniture, Google Analytics, Tealium Tag Manager, IBM Coremetrics, Cohort Analysis, A/B Testing

Technical Skills
SQL, Python, HTML, CSS, JavaScript, jQuery, React.js, d3, PHP, R, Java

UX Methodologies
User Research, Persona Creation, Storyboarding, Affinity Diagramming, Rapid Prototyping, Usability Testing, Heuristic Evaluation, Responsive Design

Design Toolbox
Adobe CC (Ps, Ai, Id, Xd, Dw, Sp), Sketch, Axure, Balsamiq, Invision, Marvel