Edwin Javier Reyes Rodriguez

Philadelphia, PA | reyesedwin2022@gmail.com | <u>LinkedIn</u> | <u>Portfolio</u>

EDUCATION

The Pennsylvania State University, University Park, PA   **May 2023**
Bachelor of Sciences: Human-Centered Design and Development: Digital Arts   GPA: 3.52

WORK EXPERIENCE

PricewaterhouseCoopers   **Harrisburg, PA**
Management Consultant Intern   *June 2022 - August 2022*
- Contributed to the future state journey map and service design blueprint, accelerating the pace of work for the team during the final demanding weeks of the engagement.
- Played a pivotal role in the Citrix DaaS SMB project, aimed at enhancing the buying journey for virtual desktops of small to medium businesses.
- Supported multiple cross-discipline deliverables with speed and quality, including the MINT_Roadmap, the SMB DaaS Buying Journey Annotation, and the DaaS Roadmapping Workshop, accelerating the team's progress and leading them to a fast-approaching finish line.

PricewaterhouseCoopers   **Manhattan, NY**
IFS Start Intern   *June 2021 - July 2021*
- Led a team of 3+ interns in a data-driven project for a 679,000+ youth organization to improve donor retention, acquisition, and reduce attrition rates.
- Presented and successfully implemented strategic recommendations to increase donor retention and acquisition, resulting in an attrition rate below 10%.

PROJECT EXPERIENCE

Application Development Design Studio - Wordle Clone   *Spring 2022*
Backend Developer
- Collaborated with a team of six developers to develop a clone of the game Wordle using web technologies such as Webcomponents, HTML, CSS, and JavaScript.
- Successfully replicated the game's functionality, design, and user experience, providing an engaging and entertaining experience for users.

Application Development Design Studio - ReyesATM   *Fall 2021*
Developer
- Developed an ATM interface using Java and Swing that enables users to perform transactions such as deposit, withdraw, and check balance.
- Implemented functionalities like withdrawal limit and account balance check to provide a secure and user-friendly experience.

Human-Centered Design & Development – Waterlytical   *Spring 2020*
Researcher + Designer
- Led a team of two designers in designing and prototyping a high-fidelity wireframe for a water consumption tracking solution using Figma.
- Conducted user research through various methods, including interviews, cognitive walkthroughs, personas, and scenarios, to understand the target users' needs and pain points, and utilized the findings to design a user-centered solution.

SKILLS & INTERESTS

Skills: UX, UI, Figma, Adobe XD, 3D Modeling, Java, HTML, CSS, Js, Fluent in Spanish.

Interests: UX Design**,** UI Design, UX Researcher, Product Designer, Baseball.