

Edwin Reyes Rodriguez

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EDUCATION

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

- Honors & Awards: Cathy and Tom Pomanti Trustee Scholarship, Bunton Waller Scholarship, Academic Excellence In Engineering.

PROJECT EXPERIENCE

Application Development Design Studio - ReyesATM *Fall 2021*
Developer

- Developed an ATM interface that allows users to deposit, withdraw and check their balance using Java and Java Swing.
- Utilized the MVC framework to separate the application into three main logical components.

IST 256 Programming For The Web – RainyDay *Fall 2020*
Frontend Developer

- Collaborated with a team of 3 to develop a weather application using an API that allows users to check their current, previous, hourly, and weekly weather reports across all 50 states.

Human-Centered Design & Development – Waterlytical *Spring 2020*
Researcher + Designer

- Collaborated with a team of 2 to prototype a high-fidelity wireframe that allowed users to detect and track where they consume the most water in their household in Figma.
- Conducted user interviews, cognitive walkthroughs, storyboards, personas, and scenarios to understand our target users better while focusing on their wants and needs.

Human-Centered Design & Development – Clinique *Fall 2019*
Project Team Lead + Designer

- Collaborated with a team of 2 to redesign Clinique's clinical reality while implementing recommendations on expanding their consumer age demographics.
- Conducted interviews and surveys while creating personas/scenarios to understand cosmetic consumers further and how each product meets their needs.

WORK EXPERIENCE

PricewaterhouseCoopers **Manhattan, NY**
IFS Start Intern *June 2021 - July 2021*

- Collaborated with a team of 3+ interns to help a 679,000+ youth organization identify their donor retention, acquisition, and attrition rates.
- Executed data wrangling on over 8,000+ of data and provided data visualization and insights using various tools such as Excel, Alteryx, and tableau.
- Presented and implemented recommendations on retaining and acquiring new donors while keeping attrition rates below 10%.

SKILLS & INTERESTS

Computer: UX, UI, Figma, Adobe XD, Java, HTML, CSS, Js

Language: Fluent in Spanish. | **Interests:** UX Design, UX Researcher, Product Designer, Baseball.