

Rodya J. Perez

rjperez13.github.io/index.html | rodyajperez@gmail.com | linkedin.com/in/rodyajperez

Profile

I care about people and places. I believe empathy is the key to doing a good job. I'm passionate about creating positive customer experiences, and always eager to learn.

Research: Ethnographic Research; Contextual Inquiry; Usability Testing; Task Analysis; Personas; Affinity Diagramming; Competitive Analysis

Design: Wireframes; low-fidelity prototypes; storyboards; sitemaps

Software: Office (Word; Excel; PowerPoint; Outlook); Design (Axure; Balsamiq; Omnigraffle; Sketch); CRM (Salesforce; HubSpot)

Soft Skills: Excellent written and verbal communication; Strong attention to detail; Flexible, patient, team oriented

Relevant Experience

Lytix | San Diego, CA

User Experience / User Interface Design Intern

Jun. 2015 – Sep. 2015

- Spearheaded the design of our product's login and onboarding experience – researching, designing, and presenting solutions
- Using Axure, created wireframes and low-fidelity click-through prototypes of our product's login page, showcasing error messages and the password recovery process
- Using Sketch and Axure, prototyped an onboarding experience that utilized contextual tooltips to introduce product features and functions
- Drafted usability test scripts and transferred them into UserTesting

Areteworks | Westlake Village, CA

User Experience Design Intern

Sep. 2014 – May 2015

- Assisted with user research as primary notetaker for 16 contextual interviews across 6 states – responsible for capturing workflows, insights, and pain points
- Participated in usability testing, identifying usability issues and pain points as notetaker
- Attended stakeholder meetings, taking notes of business requirements and client concerns

Additional Experience

Amazon | Pasadena, CA

Prime Now Whole Foods Shopper

Sep. 2020 – Present

- Quickly and accurately pick, pack, and stage customer orders with care and integrity
- Cheerfully greet and deliver in-store pick-up orders to customers

American Greetings | Los Angeles, CA

Merchandiser

Dec. 2020 – Present

- Order, stock, and manage inventory for 5 stores (Rite Aid, 99 Cents, Food4Less) in LA county
- Act as store liaison to build and strengthen vendor/client relationship to drive sales

KBKG | Pasadena, CA

2015 - 2019

Project Assistant – Cost Segregation

Jun. 2019 – Dec. 2019

- Worked collaboratively with managers and senior engineers to ensure client expectations and needs were exceeded when submitting cost segregation results and deliverables
- Prioritized workload and delegated tasks to other admins to meet project deadlines

CRM Coordinator

Feb. 2019 – May 2019

- Reduced the time it took employees to learn new CRM software by creating a training guide
- Helped manage Salesforce, HubSpot, and proprietary software

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Project Assistant

Nov. 2017 – Jan. 2019

- Expedited the creation of project management reports by implementing a new process that utilized macros and VLookup formulas in Excel to reduce repetitive tasks
- Trained new hires to succeed in their role and created training guides to help with the process

Administrative Assistant

Nov. 2015 – Nov. 2017

- Reduced oversights in our project setup process by establishing a quality assurance phase
- Improved the accuracy of user submitted project data by delivering an instructional presentation

Education

University of California San Diego | La Jolla, CA

December 2013

B.A. Communication, GPA: 3.5

B.S. Cognitive Science: Human-Computer Interaction, GPA: 3.3

Awards and Activities

- Employee Recognition Award (2017) – Inaugural nominee and recipient
- KBKG Volunteer Committee Member (2015-2018) – Organized several volunteer events for the company to participate in with organizations, such as Habitat for Humanity, Door of Hope, and TreePeople.