

# MARÍA ROLDÁN

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## EDUCATION

### Harvard University Graduate School of Design (GSD)

Master of Design, Technology

Cambridge, MA  
(expected) 2021

Relevant Coursework in Computational Design, Computer Science, Branding, Responsive Design, Neuroscience, Developmental Psychology, Human Interaction, Entrepreneurship, Consumer Behavior, Negotiation

### Massachusetts Institute of Technology (MIT)

Bachelor of Science, Architecture

Cambridge, MA  
2017

Additional Coursework in Digital Design, Prototyping, Neuroscience, Psychology, System Safety

## EXPERIENCE

### T-Mobile

UX Design & Research Intern

Reston, VA  
Summer 2020

- Re-designed a page in the My Sprint App from problem identification through concept creation. Developed interactions, information architecture, and content strategy. Delivered final specifications as per brand guidelines.
- Conducted user research studies at various stages. Analyzed quantitative and qualitative data, including competitor research, Qualtrics data, and usability studies to optimize design.

### Desirability Lab

Research Associate

Cambridge, MA  
Spring 2020

- Worked on Chef League, an iOS App that teaches flavor combination. Created wireframes, designed user flow, and brainstormed features.

### Perkins & Will

Extern, Intern, Arch I, Arch II

Boston, MA  
2017-2019

- Interior Architecture in Healthcare, Hospitality, Higher Education. Developed schematic designs, directed experience ideation workshops, prepared implementation documentation, and carried projects through completion.
- Human Experience Lab - Conducted a survey and designed a methodology to assess the impact of the office renovation on employee happiness and performance.

## LEADERSHIP + PROFESSIONAL DEVELOPMENT

- MIT India Initiative, UX and Design Thinking in Healthcare Workshop, Mentor, 2020
- Perkins&Will Diversity & Inclusion Team, Member, 2018-2019
- Delta Psi Literary Fraternity, 2015-2017, Secretary 2016
- MIT Puerto Rico Association, 2013-2017, Liaison 2014-2016

## SKILLS

**User Research and Data Analysis:** UserZoom, Qualtrics, Survey Monkey, Datavyu, Excel

**Visual Design:** Adobe Suite (XD, Illustrator, Photoshop, InDesign, After Effects), Sketching

**Programming:** C, C#, C++, Python, SQL, Processing, openFrameworks, P5.js, GCode, Arduino, Web - JavaScript, HTML, CSS

**Spatial Experience:** Autodesk (Revit, Maya, CAD)Rhinoceros, SketchUp, V-Ray

**Prototyping:** Glass Blowing, Concrete Casting, Woodworking, Laser Cutting, 3D Printing

**Languages:** Native English and Spanish

## AWARDS

- Henry Wentworth Gardner (1894) Prize Awarded to a graduating architecture student during MIT Commencement for Academic Excellence and Achievement in Design.
- MIT Pirate Certificate  
Master in Pistol, Fencing, Sailing and Archery

## PUBLICATIONS

- Lead Editor - Keep Safe: A guide for Resilient Housing Design in Island Communities, September 2019
- Author - DAR Magazine 17: ResilientSEE, a Framework to Achieve Resilience Across Scales, July 2019
- Feature - MIT OpenCourseWare Studio I Project shown in the online version of the course.