

# Xochitl Marquez

## UX RESEARCHER & DESIGNER

### EXPERIENCE

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**Cincom Systems** | UX Design Intern | Feb 2020 - Present  
*Contributed to the evolution of Cincom Systems CCM Software: Eloquence into next-generation solution.*

- Collaborated with cross functional teams to develop and define product concepts and iterations that involved user research, data synthesis, rapid prototyping and high fidelity designs.
- Sketched and wireframed next generation solutions into high fidelity designs using Adobe XD.
- Leveraged UX insights from users to help refine ideas and build better products.

**Gyfted** | UX Design Consultant | March 2020 - Feb 2021  
*Gyfted is a platform that matches job seekers with opportunities based on personality, cognition, and behavior assessments.*

- Collaborated with start-up co-founder to determine research goals and strategies to aid in product development and iteration.
- Conducted user interviews with 55 user participants. Analyzed data and behavior to pinpoint problematic areas within the alpha version of the product. Provided a research report that included product design recommendations.
- Created user personas to better understand the target audience and iterate on designs based on user expectations, concerns, needs, wants, and motivations.

### UX CASE STUDIES

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**Springboard** | UX Designer in Training  
Travel Paks (Mobile App) | Nov 2019–March 2020  
*Developed a checklist app for backpackers to help pack their belongings and prepare for their next trip.*


- Conducted secondary research, conducted user interviews, synthesized data, mapped user affinity and empathy, synthesized stories, and created personas and persona maps to inform the ideation and design process.
- Designed a sitemap, user flows, sketches, wireframes, wireflows, low fidelity design, and a high fidelity prototypes and ran usability tests.

**Springboard** | UX Designer in Training  
Tiny Tales (Tablet App) | April 2020–April 2020  
*Created a children stories app to help parents find the right book to read to their children.*

- Conducted a modified Google Venture's 5 Day Design Sprint to answer critical business questions posed by Tiny Tales.
- Analyzed research data provided by Tiny Tales, identified pain points in their app, sketched lightning demo story board, crazy 8 story board, created rapid prototyping, conducted usability testing to validate prototypes.

### CONTACT

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### ABOUT ME

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Hello, I'm Xochitl (Sochi) - a UX Researcher & Designer based in Los Angeles, CA with an academic background in Anthropology and experience in K-12 Education. I am eager to join a design team to continue growing my skills in research, design, and story telling.

### SKILLS

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**Tools:** Sketch, Figma, Adobe XD, InVision, Miro, User Testing, Whimsical, Microsoft Office Suite, Google Suite, Google Analytics.

**Research:** User Research, Competitive Analysis, Card Sorts, Heuristic Analysis, Quantitative and Qualitative Data Analysis, Ethnographic Studies, User Surveys, User Interviews (Remote and In-Person), Affinity Maps, Empathy Maps, User Personas, User Story Maps, Written and Verbal Communication.

**Design:** User Experience (UX) Design, Interaction Design, Information Architecture (IA), User Flows, Sketching, Wireframes, Wireflows, Style Guides, User Interface (UI) Design, Prototyping, Usability Testing, Design Sprints, Agile Methodologies, Cross- Functional Teams.

### EDUCATION

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**Springboard** | UX Design Certificate | Oct 2019 - July 2020

Mentor-led UX Design Intensive. Includes a Capstone Project and an Internship.

**UC Santa Cruz** | B.A. in Anthropology | Sept 2008 - June 2011

Presented two dissertations in Environmental and Medical Anthropology.

### LANGUAGES

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**English** - Native / Bilingual

**Spanish** - Native / Bilingual