

Xochitl Marquez

ABOUT ME

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; all on behalf of the user, of course.

EXPERIENCE

Human Exponent | UX Design Consultant | July 2020 - Present
Human Exponent is a job matching platform that helps people find their ideal job and culture fit through personality, cognitive and behavioral assessments.

- Worked one on one with start-up co-founder to identify research goals and strategies needed for product development.
- Recruited and screened 47 user participants, scheduled user interviews, and conducted user testing of design concepts and prototypes.
- Provided product design recommendations based on user research feedback.

Human Exponent | UX Research Intern | March 2020 - April 2020

- Partnered with a California-based start-up client to lead a comprehensive user research study for job matching.
- Collaborated with start-up co-founder to determine research goals, and developed the research strategy needed to deliver desired outcomes.
- Conducted remote/in-person user interviews, ran app demos, and analyzed interview results.

Stratford School WLA | Office Administrator | Nov 2019 - April 2020

- Provided quality service to parents and students. Ensuring a 10% retention rate.

Latino Resource Org | Youth Program Coordinator | Jan 2018 - May 2019

- Partnered with top companies and universities, like Google, CoderDojoLA, Cash for College, USC and UCLA to host college and career events.

UX PROJECTS


Springboard | UX Designer in Training
Travel Paks (Mobile App) | Nov 2019 – March 2020

- Researched and designed a mobile app for travel backpackers for my capstone project. Created hi-fidelity interactive prototypes.


Springboard | UX Designer in Training
Tiny Tales (Tablet App) | April 2020 – April 2020

- Researched and designed a tablet app for children stories, using Google Venture's 5 Day Design Sprint process. Created hi-fidelity interactive prototypes.

CONTACT

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 Xochitl Marquez

LANGUAGES

English - Native / Bilingual

Spanish - Native / Bilingual

SKILLS

Tools: Sketch, Figma, InVision, Miro, Whimsical, Microsoft Office Suite, Google Suite, Google Analytics.

New Tools I'm Learning: Adobe XD, Webflow.

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

Springboard | UX Design Certificate | Oct 2019 - July 2020
350 + hours, mentor-led UX Design Intensive. Includes a Capstone Project and an Industry Design Project.

UC Santa Cruz | B.A. in Anthropology | Sept 2008 - June 2011
Specialized in Ethnographic Research. Produced two thesis in Environmental and Medical Anthropology.