GRETCHEN ORTIZ

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OBJECTIVE

Find full-time job in which I could reach my full potential as a usability professional.

EDUCATION

2008 – MS in Human-Computer Interaction. Georgia Tech - Atlanta, Georgia.

2005 – Certificate in Gender Studies. Universidad de Puerto Rico, Río Piedras.

2004 – BA in Social Sciences with a major in Psychology. UPR, Río Piedras - Puerto Rico.

PROJECTS

+ **2008 - What gamers really do: Multi-tasking while playing online computer games. MS Project. Georgia Tech. – Interviews and display evaluation.**

+ 2007 – Research study of an Online Community/MMORPG: Maple Story Global. Georgia Tech. – Interviews and prototyping.

+ 2007 – Online Liveness: Study of *Liveness* in Online Settings. Georgia Tech. – participant observation of virtual world Second Life.

+ 2006 – iPark: Technology assisted public transportation. Georgia Tech. –surveys, prototyping, and evaluation of prototype using the wizard of oz technique.

+ 2006 – Engineering Psychology: Navigational system for TSRB. Georgia Tech. – observation, prototyping and evalutation.

SKILLS

Usability skills:
Observational method – think aloud, cognitive walkthrough, heuristic evaluation, and the Wizard of Oz technique for usability study.
Research:
Experienced and truly interested in ethnographic research. Participated in focus groups as facilitator, survey developing, and data analysis using software like SPSS and Endnote. Phone and in-person interviews.
Graphics and coding:
Photoshop/ImageReady, and Paint Shop Pro. Knowledgeable in basic Html and Google SketchUp for 3D modeling.
Fully Bilingual:
English and Spanish.
Other:
Assembly/repairing of desktop computers and technical knowledge in software (Windows OS) and hardware.

STUDIES ABROAD

February-June 2002 – Universidad de Málaga, Spain.

-References upon request.