Fátima Patiño-Gasca

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EXPERIENCE –

Amazon
UX Design Intern
Arlington, VA   *June 2023 - September 2023*

- Delivered foundational research and strategic designs for Amazon's internal applicant tracking system used by 20,000 hiring managers and recruiters
- Compiled a generative research report from 18 in-depth interviews centered on HR tech use cases
- Developed data-backed wireframes improving information architecture and introducing new editing and filtering features to search through job requisitions with +1,000 data entries
- Conducted usability testing to refine initial designs, resulting in a high-fidelity prototype with distinguished positive evaluations
- Presented results and future steps to stakeholders through storytelling techniques for project sign-off

UChicago Student Wellness
UX Researcher
Chicago, IL   .   *April 2024 - June 2024*

- Conducted research on student utilization of mental health resources at the University of Chicago, including key data on navigation, preference, and emotional impact
- Individually screened participants via snowball sampling for in-depth interviews and analyzed qualitative data using affinity mapping
- Presented findings to the director of the Wellness Center and advocated for improvements to the website's information architecture and budget allocation for resource promotion

Ex Libris
In-House Designer
Chicago, IL   *October 2021 - May 2024*

- Conducted a competitive analysis to understand design trends and user behaviors of coffee shop apps
- Developed an app prototype to enhance ordering efficiency and customer loyalty for the University of Chicago's highest-grossing student-run coffee shop
- Designed a new logo and cohesive design system to strengthen Ex Libris' brand image

Bain & Company BEL Program
Consulting Intern
Chicago, IL   *August 2022*

- Compared the price matching strategies of major US retail companies to revise the client's policy and establish a competitive edge

Festival of the Arts
Design Team
Chicago, IL   *October 2022 - May 2024*

- Designed advertising and informational materials that capture the themes of current FOTA events
- Promoted FOTA events and designs through collaboration with multiple department heads

EDUCATION –

The University of Chicago, Magna Cum Laude
Bachelor of Arts in Psychology, Minor in Media, Art, and Design
GPA: 3.9/4.0

Google UX Design
Certificate

Peachtree Ridge High School
Diploma
GPA: 4.0/4.0

DESIGN TOOLS –

Figma
Adobe Suite
HTML, CSS, JavaScript
Microsoft Suite

DESIGN SKILLS –

Information Architecture
Interface Design
Prototyping and Usability Testing
Product Strategy
Design Research
Design Systems
Visual Design

AWARDS –

MAAD Grant
Dean's List
Dean's Scholarship
University Scholar Award
Governor's Honors Program

LANGUAGES –

Native Spanish
Intermediate French