

# RAZEL AGUSTINO

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## SKILLS

Sketch, InVision, iMovie, Zeplin, Hotjar, Card Sorting, Competitive Analysis, Contextual Inquiry, Ethnography, Basic HTML/CSS, Heuristic Evaluation, Information Architecture, Interaction Design, Interviews, Personas, Prototyping, Remote Testing, Storyboarding, Surveys, User Flows, Usability Testing, Video Editing, Wireframing

## EDUCATION

**University of California, Berkeley** | B.A. with Honors in Psychology, Minor in Music, 2012

**Nielsen Norman Group** | UX Certificate, 2017

**Designlab UX Academy** | UX Coursework, 2017

## WORK HISTORY

### UX Research Intern

June 2018 - August 2018

Blink UX (Seattle, WA)

- Led research on a high-profile project for an industry giant, including planning, collaborating with cross-functional teams, running and moderating sessions, and final reporting.
- Captured observations and key insights in studies for several well-known clients.
- Assisted in facilitating workshops for both clients and fellow UX professionals.

### User Experience Specialist

December 2017 - August 2018

McCarthy Music Corporation (Seattle, WA)

- Increased form completion rate by 20% on website and reduced error rate in mobile app.
- Conducted competitive analysis and presented recommendations.
- Interviewed users and designed user flows and UI based on user feedback.
- Created content, including original icons, copy, HTML email templates, user guides, and videos with edits.

### UX Researcher/Designer

March 2017 - May 2018

Freelance (Seattle, WA)

Planned and executed qualitative and quantitative research. Synthesized and presented findings. Designed and prototyped digital products. Identified usability issues. Projects include:

- **PINION** (political engagement app) — Analyzed generative research and summarized insights, led team at Seattle Social Good Series hackathon, and designed user flow, interactions, UI, and mid-fidelity prototype.
- **Cold Rain Studios** (digital agency) — Supported design teams for Pick and Empathize mobile apps via competitive analysis, field studies, and user testing.
- **The Bicycle Repair Shop** (local bike shop) — Improved usability and aesthetics of business website through research, user testing, and a redesign.

## OTHER EXPERIENCE

### Research Assistant

March 2011 - December 2013

Berkeley Social Interaction Lab; Hafter Auditory Perception Lab (Berkeley, CA)

Directed an interactive public installation at Berkeley Science Review conference. Analyzed and organized thousands of data items for an international project on emotion. Aided in developing an emotional intelligence test by UC Berkeley and Yale University. Recruited, scheduled, and explained procedures to participants. Conducted experiments. Edited sound files. Improved collaboration efficiency by organizing an online repository.