

Rene Zelaya

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Summary

I use data and qualitative research to uncover customer insights to improve software products and services.

Employment Experience

Customer Experience

(July 2017 - present)

LogMeIn - Santa Barbara, CA

- Researched the customer service experience contributing to insights for our care operations, product and customer support teams
- Build and managed clarabridge models to automate customer insights from unstructured customer support call audio data.
- Built and maintained dashboards in clarabridge to drive insights around specific areas of focus such as pricing changes, customer service effort and sentiment and product issues.

Customer Care Representative

(October 2015 - June 2017)

Citrix/GetGo - Santa Barbara, CA

- Discussed technical issues with customers and resolved them
- Designed UI fixes for common customer issues that were implemented by product team

UX Designer

(March 2014 - October 2015)

Space Rocket - San Francisco, CA (remote)

- Guided intake process for new clients and build consensus with stakeholders (customers and developers)
- Built wireframes and prototypes at early stages of development in order to reduce the need for revisions after development. (saw a 70% reduction to revisions of delivered projects)

Designer -BoxIT

(July 2014- December 2014)

Boxit inc. - Santa Barbara, CA

- Designed and build company website and websites for clients

UX Designer

(August 2012 - 2014)

Napses - Santa Barbara, CA

- Used various research methodologies such as card sorts and user interviews to gather user data.
- Created personas, site maps and user flows
- Built prototypes and conducted usability testing to uncover areas of for improvements to the UI

Freelance Designer.

(Intermittently 2010 - 2016)

Santa Barbara/ San Francisco, CA

- Logo, flyer and web design projects for various clients

Education

MIT-CSAIL - Human Computer Interaction for UX Design short course (Spring 2019)

General Assembly UX course (Winter 2014)

San Francisco Art Institute - BFA Painting (September 2008 - December 2011)