

# MACA ROJAS

I am a UX Researcher with a background in Engineering. I use qualitative and quantitative insights from primary and secondary research to understand users, inform design decisions, and define strategic business direction.



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## EXPERIENCE

### Honda R&D, UX Researcher

2019-Present | California

- Defined and planned user research for the development of physical and digital products. Results informed design of a new personal micromobility product
- Prepared participant recruiting criteria, interview guides, and user surveys
- Analyzed qualitative and quantitative data from research
- Distilled research insights and prepared digestible visual reports for leadership
- Analyzed competitive landscape to identify market positioning, key features, and target user
- Managed a group of 4 students during a year long design challenge. Guiding them through UX research, concept generation, and prototyping
- Managed external vendors as needed for research

### Isla Urbana, Product Design Intern

Summer 2019 | Mexico

- Conducted 20 on-site interviews with the users of a rainwater harvesting system
- Redesigned the system's leaf filter based in insights from the research. New design simplified the filter's maintenance and decreased water loss by 5%

### ReMaterials, Mechanical Engineer Intern

Summer 2018 | India

- Conducted a field study observing the work of 2 pre-installation teams for a modular roof
- Prototyped a pre-installation roof-measuring method and tool. New design minimized scrap material by 8% and improved ease of installation

## ACTIVITIES

- Managed a team of 5 student workers during 3 Alumnae reunions
- Mentored 2 foreign high school students during their applications to US colleges
- Varsity Volleyball captain. Recognized by team for 3 seasons of sportsmanship and academic achievements
- Self-taught web programmer, painter and motorcycle mechanic

## SKILLS

Qualtrics  
Survey Monkey  
Excel  
R-studio  
Tableau  
Powerpoint  
Illustrator  
Premier

## LANGUAGES

English - Fluent  
Spanish - Fluent

## EDUCATION

### B.S. Engineering

Summa Cum Laude  
Smith College, MA  
2019

### UX Research

### Certificate

Nielsen Norman  
Group  
2020