

CHRISTINE LORELIE DE LA FUENTE

UX/CX RESEARCHER | PRODUCT DESIGNER | CONTENT STRATEGIST

CONTACT

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SKILLS

Research

Competitive Analysis, User Interviews, Survey Design, A/B Testing, Usability Testing, User Journey, Task Analysis, User Personas

Design

Wireframes, Prototyping, User Flow, Content, Information Architecture

Content Strategy

Copywriting, Microcopy, Audience Discovery, Content Planning, Email Marketing, SEO, Website Content, Content Creation, Writing, Social Media

Tools

Google Analytics, Miro, Google Suite, Microsoft Office, Trello, Jira, Slack, Figma, Invision, Balsamic, Adobe XD, Notion, Sketch

EDUCATION

CareerFoundry (remote)

UX Design

UDACITY (remote)

Digital Marketing

LeWagon - Berlin, Germany

Web Development

California State University, Los Angeles

Bachelors of Science, Biology and Microbiology

PROFILE

I am dedicated to working with impact-driven start-ups to create and develop user centric products and experiences. My approach involves using empathy, and active listening, to gather insightful information about your company, users, and customers. I bring experience collaborating across business, operations, marketing, and product teams, particularly in the B2C and SaaS space.

EXPERIENCE

Listener Operations & Customer/Product Support

Hapi Technologies

Nov 2019 - present

- **Customer-Centric Communication:** Responded promptly to customer inquiries via email, Intercom, social media, and Slack, ensuring high responsiveness and satisfaction.
- **Tailored Solutions:** Identified and assessed customer needs, delivering customized solutions to enhance user experiences through effective data collection and analysis.
- **Product Support Specialist:** Provided proactive support to help users navigate and maximize their experience, contributing to overall satisfaction.
- **Payment Dispute Resolution:** Investigated and resolved payment disputes on Stripe, showcasing meticulous attention to detail and commitment to financial accuracy.
- **Team Collaboration:** Collaborated with cross-functional teams to improve processes, addressing community needs and concerns with innovative solutions.

Contributing Writer

Medium

November 2019 - present

- **Published Author:** Contributed to renowned publications such as "The Ascent", "The Good Men Project", and "Post-Grad Survival Guide."
- **Content Focus:** Wrote articles on mental and emotional health, self-care, millennial culture, and human relationships, sparking meaningful conversations and fostering a deep understanding of the human experience.

Marketing & Partnerships

Food Period

July 2020-February 2021

- **Campaign Lead:** Led text and email campaigns, resulting in 120% growth in the email subscriber list within three months.
- **Content Management:** Managed internal content library, ensuring a cohesive and engaging experience for the company's communities.
- **Analytical Insights:** Monitored various metrics for data-driven decision-making, optimizing content to resonate with the target audience.
- **SEO Optimization:** Conduct a comprehensive website audit, enhance internal linking and back-linking strategies, and performed in-depth keyword researcher, boosting online visibility, and driving organic traffic.

Content Creator

Wellnite Health

Oct 2019 - Aug 2020

- **Strategic Content Planning:** Managed content creation and social media accounts, crafting cohesive brand voice and visual style.
- **SEO:** Ranked Wellnite for long-tail keywords, enhancing online visibility and driving targeted organic traffic.
- **Organic Growth:** Grew Instagram following by 100% through viral content creation and active engagement on social media.