Giannella Guerrero Cardenas

UX Research · Product · Data & Insights

Mixed-methods researcher and UC Berkeley MIMS candidate who turns user insights and data into decisions teams can act on. With a sociology foundation and bilingual English and Spanish, I care about building technology that works for real people.

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San Francisco Bay Area, CA

Experience

Handshake
AI Model Evaluator (Part-time, Remote)
September 2026 - Present

- Compare **multimodal generative AI outputs** side by side against detailed rubrics, writing structured rationales on quality and failure modes.

Credit One Bank
Customer Experience Analyst Intern
June 2026 - August 2026

- Analyzed and mapped cardmember behavior across the **acquisition, onboarding, and activation journey**, quantifying friction in payment and card-block workflows; findings led to **implemented process changes**.
- Benchmarked customer experience metrics against industry peers using **NPS Prism** and voice-of-customer data in **Medallia**.
- Built an **executive-facing Power BI dashboard for 5 stakeholders**, automating recurring reporting with Power Automate and Power Query.
- Designed **AI agents in Google Gemini** to automate data collection and classification, saving about **15 hours per week** of manual work.

UC Santa Cruz
Research Assistant
July 2025 - February 2026

- Partnered with a Principal Investigator on **research design and instrument development**, coordinating data collection across a distributed team.
- Applied **structured qualitative coding** to a large body of unstructured data and synthesized findings into reports and presentations.

Complex Networks
Licensing Intern
July 2025 - August 2025

- Researched **consumer and industry trends and competitor positioning**, synthesizing insights into materials for client pitches.
- Consolidated product and inventory data into Centric PLM, **fixing data integrity gaps** that blocked cross-team reporting.

UC Santa Cruz
Independent Researcher (Senior Thesis)
September 2023 - June 2025

- Designed and led a **two-year, IRB-approved mixed-methods study** on the long-term effects of parental divorce, conducting **16 in-depth interviews** and applying thematic analysis.
- Authored and defended a full research report before a faculty panel, supported by **$2,000 in KORET Scholarship** research funding.

Education Partnership Center, UCSC
Data & Research Intern
January 2024 - June 2024

- Analyzed program and engagement metrics for **1,500 students** in Excel, building **KPI reports** that informed program decisions.

Projects

AI Advising Assistant for CalCentral
Project Lead & UX Researcher

- Led a **12-week team project** using needfinding interviews and a student survey to learn where students would and wouldn't welcome AI, then delivered a **tested prototype** and research-process deck to UC Berkeley IT Advising.

Zoom Frame Mode
Feature Research & Design, UC Berkeley

- Took a redesigned Zoom screen-sharing feature from jobs-to-be-done research to a **hi-fi Figma prototype** over 12 weeks, running **three rounds of usability testing**.

Student Pulse
Product Research Project, UC Berkeley

- Led a **mixed-methods study of academic advising workflows** in CalCentral and delivered a PRD, journey maps, and prioritized recommendations to stakeholders.

Education

University of California, Berkeley
Expected May 2027

M.S. Information Management & Systems — UX Research and Product Management, GPA 3.8
Student Representative, DEIBJ working group, School of Information

University of California, Santa Cruz
June 2025

B.A. Sociology, Minor in Technology & Information Management, GPA 3.7

Skills

UX Research
User Interviews, Needfinding, Usability Testing, Survey Design (Qualtrics), Mixed Methods, Thematic Analysis, Journey Mapping, IRB Protocols

Data & Analytics
Python and SQL (coursework), Excel, SPSS, Power BI, Tableau, D3.js / Observable, KPI Reporting, NPS Benchmarking, Medallia

Design & Product
Figma, Wireframing, Lo-fi to Hi-fi Prototyping, Jobs-to-be-Done, Competitor Research, Stakeholder Communication

AI Tools
Google Gemini Agent Design, Generative AI Output Evaluation, Claude Code, Lovable, Microsoft 365 Copilot