

Karina Sotolongo

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SUMMARY

Innovative Human Systems Engineer with a strong foundation in user-centered design, data analysis, and interdisciplinary collaboration. Skilled in translating complex research insights into actionable strategies that enhance outcomes in human systems. Experienced in conducting user research, developing training programs, and leading cross-functional teams.

EDUCATION

M.S., User Experience

3.90 GPA

Arizona State University, Online

Ira A. Fulton Schools of Engineering

B.S. Human Systems Engineering (UX)

3.83 GPA

Arizona State University, Online

Ira A. Fulton Schools of Engineering

TECHNICAL SKILLS

Data Analysis and Statistics: PowerBI, IBM SPSS, Google Analytics

Design and Modeling Tools: Figma, Balsamiq, Adobe Creative Cloud, Microsoft Office, Rhino 3D Modeling.

Programming: Python, C++

Workforce Management: Workday, ADP, ASANA, CoGo, Legfi

Certifications: Microsoft Office Specialist, 2015 and 2019

PROFESSIONAL EXPERIENCE

Alpha Chapter President, Delta Sigma Inc.

May 2024 – June 2025

- Organized monthly feedback sessions, utilizing input to enhance member engagement and satisfaction.
- Developed and implemented strategies to streamline decision-making processes.
- Increased group membership by 26% in one year with increased funding in grants, allowing potential members to be vetted and selected efficiently through enhanced selection processes.

Supervisor, Starbucks

February 2019 – Current

- Coordinated inventory management and conducted quality assessments to ensure operational efficiency and safety.
- Analyzed customer feedback to identify pain points and implemented process improvements, enhancing service delivery through physical and digital output channels.
- Assistance in selecting and scouting potential applicants of store workforce.
- Hosted and educated workers of various stores to information on benefits such as fully paid Scholarships to attend University, health benefits and enrollment and safety trainings.

Operations Manager, Stein Mart

March 2015 – May 2019

- Directed inventory and quality control processes to maintain operational efficiency. (Sharepoint, PowerBI)
- Analyzed sales trends and managed promotional displays, achieving a 63% improvement in sales for discontinued items in a test market that expanded from South Florida to Central Florida. (Excel, SPSS, PowerBI)
- Hosted hiring tables at college campuses

ACADEMIC STEM PROJECTS

Secureware- Wearable Braces and Support Mobility Aides

Fall 2020 – Current

Led a solo research project to improve the Usability and Functionality of wearable support braces. (Adobe Illustrator, 3DS Max)

- Created project timelines, gathered materials and began participant selection for research. (Asana)
- Led survey-based research and collected PII information necessary for Paperwork Rection Act (PRA) guidelines.
- Three successful designs for pants (knee brace/hip support), shirts (Shoulder stabilizer) and socks (ankle supports) among test groups.

Barnes and Noble Usability Improvements

Fall 2024

Created new site layouts and functions to improve usability and functionality when shopping on B&N website. (Figma)

- Addressed issues to inconsistent shopping experiences and pain points that sent research into standstills. (PowerBI)
- Created an interactive UX interface to promote organizational issues and increase shopping satisfaction.

Universal Orlando Crowd Control Project

Spring 2024

Analyzed the impact of AI-driven itinerary planning on theme park navigation efficiency, reducing crowds and lowering stress on decision making.

- Led a research study comparing paper maps, digital apps, and AI-driven itinerary planning, demonstrating a 30% reduction in wait times for AI-assisted users.
- Conducted A/B testing and ANOVA analysis to assess decision-making efficiency, revealing herd mentality's impact on navigation and confirming the benefits of real-time data optimization.
- Compiled findings into a stakeholder report with actionable insights for improving Universal Studios' app, highlighting AI's potential to enhance user experience and park efficiency.

ACTIVITIES

Delta Sigma Sorority

Fall 2022-Current

Multiple leadership roles, including President and Philanthropy director (100+ Members):

- Collected and analyzed engagement data to refine future programming and enhance participation.
- Coordinated large-scale events and philanthropic initiatives, managing budgets and logistics, leveraging strong communication skills.

American Red Cross Disaster Action Team Member

May 2024- Current

Assists disaster-affected individuals by delivering immediate aid, assessing needs, and coordinating response efforts with emergency teams.

- Provided immediate assistance within two hours to individuals affected by local disasters, ensuring timely support in crisis situations.
- Worked closely with on-scene leads to evaluate resource needs and communicate additional support requirements to leadership.
- Attended regular team meetings and maintained availability for assigned shifts, ensuring seamless coordination in emergency response efforts.