

# Mistral J. Cedanio Rojas

User experience designer with a *human-centered* approach, dedicated to creating seamless experiences. Currently seeking opportunities in New York City.

## Experience

### Content Designer

Freelance | *Guaynabo, PR*

May 2017 - Present

Developed different marketing strategies for clients' brands based on research and demand. Created and designed campaigns for a local jewelry brand's social media that increased engagement by **20%** in **14 days**, leading to a **10%** increase in sales for the month of August 2022. In August 2023, my personal brand achieved an engagement of 7.7k users in 2 months, with an over 50% engagement increase in 3 weeks.

### Senior Change Management Consultant

RSM Puerto Rico | *Guaynabo, PR*

January 2023 - June 2023

Eased the client's transition process into a newer system by assessing the existing infrastructure and using UX research strategies. Conducted user interviews and mapped present and future user journeys. Facilitated weekly meetings with off-shore teams. Created more efficient user manuals that reduced process times by up to 45 minutes.

### SW/Cloud/Tech Support Senior Analyst

Accenture | *Boston, MA & Los Angeles, CA*

September 2017 - February 2022

Streamlined asset management processes, IT procedures, and headfronted the pilot of several projects with the means to automate and optimize the IT customer experience. Solved over 50 ServiceNow incidents weekly by providing software, hardware, and cloud technology support at an enterprise level to over 1500 users at a Fortune 100 company. Hosted weekly bridge calls, training 0+ new joiners from newly acquired companies.

## Projects

### BU Snapchat Filter

In 2015, I created a Snapchat filter for the area of Boston University's East Campus, comprising of a *1-mile radius*.

### Accenture IWD Celebration

Designed a Snapchat filter in 2019 for a corporate event in celebration of International Women's Day in 2019, with over 200 guests in attendance.

[www.mistraljcr.com](http://www.mistraljcr.com)

[mistraljcr@gmail.com](mailto:mistraljcr@gmail.com)

[linkedin.com/in/mistral-cedanio](https://linkedin.com/in/mistral-cedanio)

## Education

### Boston University

May 2017

B.S. in Business Administration and Management

Concentrations in Marketing and Management Information Systems

### UCLA Extension

January 2021

Certificate in UX Design

### Universidad Autónoma de Madrid

January 2016 - May 2016

Study Abroad - Marketing Track

## Skills

### Design

Wireframing · Prototyping · User Research · Journey Mapping · Storyboarding · Usability Testing · Graphic Design · UX/UI Design · Personas · Web Design · Empathy Mapping · Design Thinking

### Software

Adobe CC [Illustrator, Photoshop, InDesign, XD, Animation, Premiere Pro] · Figma · HTML · MS Access · Sketch · InVision · ServiceNow · Flexera FlexNet · MS Project · Office365 Suite

### Miscellaneous

Project Management · Customer Service · Asset Management · Technology Support · Digital Marketing · Social Media Management · Agile

### Languages

Spanish ● ● ● ● ●

English ● ● ● ● ●

French ●