

# Rafael Perrot-Torres

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## SUMMARY

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Nielsen Norman Group—certified Product Designer with 3+ years of experience at GLG designing scalable, data-driven dashboard experiences in a research-driven environment. Specializes in translating complex survey logic and data into clear, user-centered interfaces that improve usability and enable faster, more informed decision-making.

## EDUCATION & CERTIFICATIONS

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### Professional UX Certification - Nielsen Norman Group

Aug – Oct 2024

Courses: UX Basic Training, Web Page UX Design, App Design for Web and Desktop, Design Thinking Essentials, Survey Design and Execution

### Professional Certificate in Data Analytics - Google

Jul – Aug 2022

Skills: SQL, R, Data Visualization, Data Analysis

### B.A.S., Political Science - University of Virginia

Aug 2017 – May 2021

4-month Foreign Affairs Study Abroad – Barcelona, IER Abroad (Fall 2019)

## PROFESSIONAL EXPERIENCE

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### Associate | Senior Associate, Research Product Group (Product & UX Initiatives) - (GLG)

Sep 2022 - Present

- Contributed to the iterative design and refinement of an interactive Web-Based Report within the Forsta Visualizations platform, transforming static PowerPoint reporting into dynamic, user-driven dashboard experiences that enabled real-time data exploration and laid the foundation for RapidView.
- Co-led the design and enterprise rollout of RapidView product across 10+ enterprise clients supporting 100+ annual surveys, spearheaded stakeholder demos and internal trainings to drive adoption and support go-to-market positioning.
- Designed and implemented a dashboard design system with standardized typography, color hierarchies, and reusable visualization components, strengthening information architecture and improving usability while reducing report build time from ~12 hours to 2–3 hours. Reduced engagement timelines by 20–30%, accelerating access to insights and improving stakeholder decision-making.
- Partnered cross-functionally with survey programming and data transformation teams to structure complex survey logic and raw datasets, then designed intuitive, insight-driven dashboards that supported data-informed decision-making.

## PRODUCT DESIGN EXPERIENCE

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### Hop-In – AI-Powered Restaurant Discovery Concept ([View Project](#))

Designed a mobile product enabling spontaneous dining through real-time walk-in availability and recommendation logic. Conducted competitive research using AI-assisted analysis to identify user patterns and define personas and journey maps. Developed information architecture, wireframes, and high-fidelity prototypes in Figma, iterating on usability and navigation clarity to reduce cognitive load and simplify last-minute dining decisions.

### Reviewer – Feedback Analytics Dashboard ([View Project](#))

Designed a feedback analytics dashboard for restaurant operators by conducting competitive research and synthesizing user insights to define core user needs. Structured information architecture and developed user flows, wireframes, high-fidelity prototypes in Figma, leveraging AI-assisted concepting to explore future workflow enhancements in Figma Make. Prioritized key metrics and interactive patterns to reduce cognitive load and enable fast, informed operational decisions.

## TOOLS & SKILLS

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- Product & UX Design:** Dashboard UX, Information Architecture, Modular Design Systems, Interaction Design, Wireframing, User Flows
- Data & Systems:** Survey Logic Structuring, Data Manipulation, Data Visualization
- Tools:** Figma, Figma Make, Forsta Visualizations