

Rafael Perrot-Torres

[Portfolio](#) | [LinkedIn](#) | 434-996-3322 | 04rafael.torres@gmail.com

SUMMARY

Product-minded analytics professional with 3+ years of experience building data-driven reporting products and collaborating across research and operations teams. At GLG, led the development, rollout, and scaling of Web-Based Reporting and RapidView, interactive B2B dashboard products supporting 150+ annual engagements across survey clients. Experienced in building scalable reporting products that **improve how users explore, interpret, and act on data.**

EDUCATION & CERTIFICATIONS

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

Associate | Senior Associate, Research Product Group – GLG

Sep 2022 - Present

Reporting Product Development & Strategy

- Led the development and enterprise rollout of two interactive reporting products that supported **150+ annual client engagements** and improved how users explored and acted on survey insights.
- Identified reporting requirements and workflow improvements, translating stakeholder feedback from demos, client conversations, and training sessions into iterative product enhancements that **increased adoption across 30+ client account.**
- Built reusable reporting templates and visualization frameworks that **reduced production time from ~12 hours to 3-6 hours and accelerated delivery timelines by 20-30%.**

Analytics & Insights Delivery

- Partnered with programming and data transformation teams to translate ambiguous business questions and complex survey datasets into interactive reporting solutions that helped enterprise clients explore insights and **inform executive-level decision-making.**
- Presented insights to technical and non-technical stakeholders, adapting data narratives to make complex findings clear, relevant, and actionable across audiences.

RELEVANT ANALYTICS & PRODUCT PROJECTS

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

Uncovered a product opportunity in review management platforms where restaurant operators struggled to prioritize recurring pain points across fragmented customer feedback. Used competitive analysis, user feedback, and metric prioritization to define an interactive dashboard concept with KPI modules, dynamic filtering, and AI-assisted future iterations focused on faster insight discovery.

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

Identified a gap in dining platforms for spontaneous diners seeking real-time availability and faster decisions. Used competitive analysis and journey mapping to prioritize a mobile concept with live walk-in wait times, one-tap waitlist actions, and an AI Host that surfaces context-aware restaurant recommendations through dynamic cards.

TOOLS

- **Tools:** Figma, Forsta Visualizations, Excel