Karina Saravia-Butler, MA

Oakland, CA • (786) 294-2977
karina@karinasaravia.com
linkedin.com/in/karina-saravia-butler

Media & Communication Psychologist

Leveraging human-centered strategies to conduct generative and evaluative user research to drive the success of digital products and projects.

EXPERIENCE

Digital Project Manager + UX Researcher
KXS Digital, LLC

JANUARY 2012 - PRESENT • SF/BAY AREA, CA | MIAMI, FL | REMOTE

Manage web development and digital marketing projects from concept to completion, streamlining processes and operations within given resources and budget. Perform UX research including user interviews, psychometrics, survey development, usability testing, and inspection and analysis methods.

Digital Communications Specialist
University of California, Davis | Innovation Institute

AUGUST 2017 - JUNE 2019 • DAVIS, CA

Plan, develop, implement, and oversee all digital communications and PR initiatives. Write web copy and editorials, interview scientists, craft social media content, execute social media and email marketing campaigns, community engagement, and stakeholder outreach. Utilize analytic insights to improve strategy, have increased audience and reach by 200%.

Digital Solutions and Business Development
Saryta Tours | Tourism and Transportation

FEBRUARY 2012 - APRIL 2017 • MANAGUA, NICARAGUA | REMOTE

Developed and maintained responsive website (UI/UX) and digital asset library. Established metrics, managed databases, analyzed resulting data for specific attributes and trends, increased annual profits by 12.5%, and reduced expenditures by 15%.

Research Technician
MIT | McGovern Institute for Brain Research

JUNE 2011 - JANUARY 2012 • CAMBRIDGE, MA

Built fiber optic brain implants for optogenetics experiments, performed cell culture and other wet lab work, and ran behavioral and physiological experiments. Performed data collection and analysis, used statistical and motion detection software, and regularly presented research findings.

Laboratory Manager + Research Assistant
Florida International University | Psychobiology Laboratory

DECEMBER 2009 - JUNE 2011 • MIAMI, FL

Performed behavioral and physiological research experiments, collecting and analyzing resulting data . Assisted lab director and graduate students in all aspects of lab function, operations, and animal subject care.

EDUCATION

Master of Arts in Media & Communication Psychology
Touro University Worldwide

Bachelor of Arts in Psychology
Florida International University

SKILLS

Primary Competencies:
Creative & critical thinking, interdisciplinarity, emotional intelligence, user research, marketing & communications, web development, UI/UX design, collaboration, leadership, data analysis, strategy development

Digital Strategy:
UX research methods (qualitative & quantitative), user journey mapping, usability testing, SUPR-Q, contextual inquiry, psychometry, audience analysis & targeting, content curation, storytelling, SEO/M, social media & email marketing campaigns, influencer marketing, brand monitoring, community engagement

Management Tools:
EnjoyHQ, Jira, Hootsuite, Odoo, Buffer, Sprout Social, CoSchedule, eClincher, Social Oomph, Airtable

Insight Tools:
Google Analytics, WooRank, Qualtrics, HotJar, Clicky, Google Trends, Brandwatch, FullStory, KISSmetrics, HubSpot, AureliusLab, Buzzsumo, Mention, TweetDeck, OWA, Lookback, SurveyMonkey

CMS platforms:
WordPress, Drupal, Wix, Joomla Squarespace, Weebly, Blogger, Dreamweaver, HubSpot

Software:
Adobe Creative Suite, MS Office, iWork, Final Cut Pro, Audacity, Endnote, SPSS, Statview

CERTIFICATIONS

Google Analytics Certification

Mobile Sites Certification *Google Academy for Ads*

Search Engine Optimization
Online Marketing Institute

LANGUAGES

English • Spanish
HTML/CSS • PHP

Karina Saravia-Butler
Oakland, CA • (786) 294-2977
karina@karinasaravia.com
linkedin.com/in/karina-saravia-butler