

JONATHAN PERLIN

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Dedicated technical translator and adept facilitator of meaningful product interactions through enhanced user experiences. Skilled customer researcher, user-centered design specialist, content and support material creator and interdisciplinary team member.

Committed to driving positive product and brand impact by fostering connections between individuals and technology.

PROFESSIONAL EXPERIENCE

END POINT CORPORATION, New York, NY

February 2019 – March 2024

Product Training Leader ('22-'24) | Content Development & Digital Marketing Specialist ('20-'22) | Technical Engineer ('19-'22)

- **Customer Research.** Conducted comprehensive stakeholder research regarding customer experience (CX) to inform strategic vision and design decisions.
 - Utilized qualitative and quantitative methodologies, including usability testing, interviews, and ethnographic observations.
 - Uncovered insights to drive the development of user-centered design strategies, resulting in enhanced product usability and increased customer satisfaction.
 - Employed advanced analytical techniques, including data mining and statistical analysis, to extract actionable data from complex, varied datasets.
 - Applied programming language expertise (e.g., R and STATA) to complete in-depth data analysis and enable information-based decision-making while driving process improvements.
 - Leveraged strong quantitative research skills from academic training in Applied Digital Sociology to uncover patterns, trends, and correlations, resulting in data-driven strategies to optimize product and business performance.
- **Customer Experience.** Oversaw 20+ client accounts. Gathered feedback on the platform experience using surveys, questionnaires, interviews, and ethnographies via Google Workspace platforms and direct stakeholder interviews.
 - Facilitated application training. Designed, developed, and released training manuals, QuickStart user guides, and materials for 3+ platform applications. Supported user teams in commercial real estate, public organizations, and higher education industries, resulting in effective platform operation, utilization, and optimization.
 - Created client engagement materials, including 10+ product training and support templates and resources. Enhanced client experience by establishing effective internal training collaterals providing efficient client onboarding and help services.
- **User Journey Development.** Communicated customer research insights to the development team. Drove interface improvements for enhanced product intuitiveness and user experience.
 - Led user journey development initiatives by conducting comprehensive user research and analysis to understand user behaviors, motivations, and pain points.
 - Utilized content development and user-centered design skills to create training materials and manuals that facilitate meaningful client interactions.
 - Leveraged applied digital sociology expertise to inform user journey maps, resulting in intuitive and engaging user experiences.
 - Collaborated with cross-functional teams, including engineering, product development and IT support counterparts, to identify opportunities for improvement and optimization throughout the user journey.
- **Strategic Content Development.** Combined customer data with content strategy to craft clear, concise, and compelling copy to enable usability and enhance the overall user experience.
 - Synthesized user feedback to develop copy and manual content to align with organizational goals, brand voice and client needs.
 - Utilized strategic communication and content development expertise to create materials to educate users, drive engagement and promote product adoption.
 - Incorporated user-centric approaches to content creation, ensuring manuals and guides effectively conveyed technical information to enhance the overall product experience.
 - Applied strategic thinking to anticipate user pain points and proactively address problems through content management to contribute to the success of multiple digital platforms and their associated initiatives.
- **Client Product Training & Communications.** Trained cross-functional, hierarchical teams to utilize the portfolio platforms, making complex technological concepts accessible and applicable to non-technical team members.
 - Devised training initiatives, led product training, and oversaw client communications. Applied expertise in experience measurement and mapping, user journey development, and service blueprints to ensure comprehensive understanding and optimal utilization of complex technological platforms.
 - Developed and delivered engaging training sessions and materials tailored to diverse client audiences, increasing team service delivery, proficiency and user satisfaction.
- **Cross-functional Team Collaboration.** Worked closely with interdisciplinary teams spanning marketing, sales, research, development, and tech support to conduct extensive user testing and Quality Assurance (QA) protocols. Resulted in continuous improvement of products, user interfaces and experiences.

- Facilitated cross-functional team meetings to gather feedback and insights to inform and plan continuous improvement activities in both training programs and product offerings.
- Conducted client interaction meetings to communicate research, feedback and user journey feedback in real time.
- **Copy & Manual Content.** Utilized user research to identify and establish persona needs and drive data insights to write applicable copy. Assessed effectiveness via usability testing to ensure an enjoyable experience while meeting product quality standards.
 - Crafted engaging and informative content (e.g., copy and manuals) for diverse audiences, demonstrating a deep understanding of complex technological concepts and industry-specific terminology.
 - Utilized effective communication skills to translate technical information into clear and accessible language, facilitating user comprehension and adoption of digital platforms.
 - Developed comprehensive training manuals, QuickStart guides, and marketing materials, showcasing the ability to communicate effectively across various mediums and channels.
- **Content Creation / Social Media.** Increased Company YouTube traffic by 15% in channel traffic and a 20% increase in subscriber base by revamping content to align with company mission, vision, and goals.
 - Increased YOY revenues and new account acquisitions by developing outbound marketing materials, including brochures, flyers, and videos. Showcased the platform across multiple industries, including corporate commercial real estate offices, museums, and educational institutions, resulting in increased sales and client acquisitions.
 - Managed and revitalized the company's YouTube channel, aligning content with corporate rebranding efforts and driving a notable surge in channel traffic and subscriber base.
 - Authored and distributed corporate newsletter, resulting in a 2X increase in email opens and clicks to boost website and social media traffic.
 - Analyzed company content gaps and opportunities to develop a comprehensive style guide that optimizes marketing content design and release for maximum impact and brand consistency.

EDUCATION

City University of New York (Cuny) Hunter College, New York, NY **2021–2023**
M.S. Applied Digital Sociology | Summa Cum Laude - GPA: 3.94

University of Pittsburgh, Pittsburgh, PA **2014–2018**
B.A. Anthropology | Summa Cum Laude - GPA: 3.83

CERTIFICATIONS

Generative AI Learning Path – Google Cloud Skills Boost **Currently Enrolled**
Google Analytics (Beginner & Advanced) – Google Analytics Academy **2022**
Frontend Web Development Bootcamp (HTML, CSS, JavaScript) – General Assembly **2021**

TECHNICAL SKILLS

HTML, CSS, JavaScript, vue.js, R, RStudio, Python, SPSS, Stata, NVivo, Qualitative and Quantitative Research Methods, Vyond, Final Cut Pro X, Google Earth Pro, LINUX, Cesium, Cesium Ion, User-centered Design, User-testing, Redmine, Google Workspace, Microsoft Office, Creative Writing, Technical Documentation, Tech Writing, Corporate Training, UX Writing, CMS, DBMS, GitHub/GitLab