

Gerome "Rome" Dela Cerna

UX Research | Research Operations

- Portfolio: <https://www.delacernagerome.com>
 - Email: delacernagerome@gmail.com
 - Location: Philippines (Metro Manila)
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Experience

Research & Supply Operations

Respondent Inc. — Feb 2025 – Present (Hybrid)

- Drive recruitment strategy for high-value research projects, combining participant sourcing with data-driven outreach.
- Manage end-to-end participant recruitment pipelines, ensuring quota fulfillment across diverse research studies.
- Develop standardized templates and messaging to improve participant engagement and reduce time-to-fill.
- Analyze recruitment funnel performance using SQL queries and platform analytics to optimize targeting and conversion.
- Collaborate cross-functionally with research, product, and marketing teams to align recruitment strategy with study goals.
- Contribute research-backed content and insights to support platform growth and researcher education.

UX Researcher

Fluz Inc. — Apr 2024 – Feb 2025 (Remote)

- Conducted and presented product demos, highlighting key features and user-centric design improvements to stakeholders.

- Led UX research efforts, including user interviews, surveys, and usability testing, to gather actionable insights and drive user-centered design decisions.
- Developed engagement data points in FullStory to monitor user behaviors, identify pain points, and track engagement for continuous product optimization.
- Collaborated with cross-functional teams to translate research findings into impactful UX recommendations, influencing product development and feature enhancements.
- Established and maintained a UX research repository, consolidating research insights and data for easy access and ongoing reference by stakeholders.

Senior UI/UX Researcher

Peddlr Philippines Inc. — Sep 2022 – Mar 2024 (Remote)

Point-of-Sale Platform

- Pioneered the UX Research process within the company, establishing standardized methodologies and procedures for user research.
- Designed and implemented research operations to support the scalability and efficiency of UX research activities.
- Conducted user interviews to uncover needs, pain points, and expectations, informing product enhancements and feature prioritization.
- Collaborated with cross-functional teams to align research findings with product and business goals.
- Mentored junior team members in design thinking and UX research best practices.
- Streamlined feedback and issue management to improve communication and resolution of user-reported issues.

Education

Bachelor's Degree in Information Technology

University of Santo Tomas — 2017 – 2021 (Manila, Philippines)

UI/UX Design Bootcamp

UX + University — Apr 2022 – Jul 2022