

# Jesus Mancilla

☎ +1 650 391 4301 | @jesus@jgmancilla.com | 🔗 LinkedIn.com/in/jegama | 📁 GitHub.com/jegama | 🌐 jgmancilla.com

## WORK EXPERIENCE

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### Roku Inc.

Senior User Experience Researcher

Jan 2021 - Current

- Pioneered the creation of an indexed database of Roku's UX and CI research, enhancing internal accessibility and search capabilities using advanced AI techniques. Leading to an increase in the company-wide visibility of the research teams.
- Created the Modular Survey Analysis System to generate reports on survey data, including statistical analysis and categorization of open-ended responses.
- Led quantitative and qualitative evaluations of physical devices, such as remote controls, deriving insights from behavioral log analysis across 70+ million devices.
- Conducted comprehensive UX evaluations on Roku's Customer Support site and the software used by call center agents, leading to enhanced user experiences and streamlined support processes.

### Walmart Global Tech

Senior User Experience Researcher

Aug 2019 - Nov 2020

- Utilized business metrics and interaction analytics to prioritize and present data-driven UX research findings.
- Conducted quantitative research for human-centered design and user experience improvement.

### Scrapworks inc.

Data Scientist

Sep 2017 - Aug 2019

- Created an interactive dashboard to visualize and filter 20 years of sales data, driving a 30% sales growth.
- Applied RNNs for custom recommendations and forecasting, reducing mean absolute error by 60%.

### Suggestic

Senior User Experience Researcher

Dec 2016 - Sep 2017

- Led the transition from a conversational to a graphical interface, integrating app features using data-driven insights.
- Developed storyboards, wireframes, and prototypes utilizing quantitative user engagement metrics.

### Stanford University

User Experience Researcher

May 2016 - Nov 2016

- Conducted UX research to design, experiment, and collect 150+ hours of car, biometric, and video data from real-world environments.
- Performed signal processing and statistical analysis of physiological data, developing innovative algorithms to identify the emotional states of automobile drivers with approximately 90% accuracy.

### ITAM

User Experience Researcher

Aug 2014 - May 2016

- Delivered customized solutions for multiple interactive systems (wearable, mobile, web) and conducted usability testing at different development stages.
- Generated custom data visualization, psychophysiological signal analysis, and user-interface design within multiple 10-person teams to identify user behavior patterns.

## EDUCATION

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### Instituto Tecnológico Autonomo de Mexico

Master of Science, Computer Science

2014 - 2016

### Universidad de Colima

Bachelors Degree, Psychology

2009 - 2013

## SKILLS

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**Languages:** Fluent in Spanish and English

**UX:** Usability testing (field, in-lab, remote), persona creation, card sorting, qualitative research, quantitative research, rapid prototyping, usability benchmarking, heuristic evaluation, surveys

**Data Analysis:** Machine learning, deep learning, statistical analysis, data visualization, NLP, LLMs, RNNs, SQL, Python, automation pipelines, data processing, and workflow optimization