

CLARA GONZALEZ SUEYRO → User Experience and Ethnographic Research Specialist

EXPERIENCE

Lean Roadmap • UX Researcher & Designer

March 2013 -Present

Oakland, California

In the context of a UX Design three-month course at GA I prototype an app following the Lean Methodology to help entrepreneurs figure out what and when to test and how to measure results.

Chef Surfing • COO and Researcher

July 2011 -Present

Oakland, California

I led the overall performance of the Chef Surfing team. I planned the day-to-day operations and schedule, defining and adjusting the project strategy according to user and organizational needs, working closely with developers, designers and communications staff to best ad just to those needs and at the end ensure high product quality based on the customer feedback

World Bank • Freelance Ethnographic and User Researcher

March 2011 - August 2011

Buenos Aires, Argentina

Trained youth facilitators leaving youth care for project "Community for Youth Integration" prepared for the World Bank. In these workshops the facilitators developed the main content to incorporate in a web page www.guiaegreso.com.ar as well as acquired the basic pedagogical methods necessary to share their experience and communicate it successfully to youth currently in care.

Draw Limited • Product Manager

July 2010 - December 2010

Buenos Aires, Argentina / Oslo, Norway

I was responsible for performing the following duties: managing a team of digital designers and developers on a day-to-day basis, planning and consulting in regard to the customer's projects in general, planning and project management with the Buenos Aires, Oslo and Malta teams, communicate with the customer, recruit new employees/contractors and deliver outstanding business results.

Images in Action • President and COO

December 2007 - December 2011

Buenos Aires, Argentina

Images in Action is a non- profit that myself together with 2 other anthropologists built from zero in 2007. We developed self-generated projects and key partnerships with other organizations and clients such as the World Bank on education and youth projects.

Nielsen / Ipsos • Freelance Ethnographic Researcher

December 2006 - December 2011

Buenos Aires, Argentina

Together with my team we prepared and executed various ethnographic studies in supermarkets and other locations in order to have a deeper comprehension of the emotional and functional interactions between consumers when purchasing products. A complete in-store study helped us to contextualize and reveal the relationships involved in the process. The result was a rich set of data used by the companies in their advertising as well as in their product design innovation.

Unilever • Consumer and Market Researcher

September 2004 - October 2006

Buenos Aires, Argentina

I worked within the Unilever Consumer and Market Insight department to research, analyze, and deliver findings on Latin American consumers. Working in close dialog with top global research suppliers, I prepared, implemented, and observed a multitude of qualitative and quantitative studies. Upon completion of the research I led a process to verify and analyze the results and extract relevant information, presenting those results to Unilever management teams. Standing out among my efforts are assisting in the launch of two brands, Clear and Suave, within Latin America's largest market, Brazil.

EDUCATION

UX Design

General Assembly

San Francisco, CA

2013 -2013

Masters in Anthropology

University of Buenos Aires

Buenos Aires, Argentina

2007 to 2010

Bachelors in Anthropology

University of Buenos Aires

Buenos Aires, Argentina

1999 to 2006

TECHNICAL SKILLS

Microsoft Office Suite and Macintosh applications.

Photoshop

Axure

Balsamiq

UX DESIGN

Wireframes & Task flows

Persona Research & Development

User Testing

Prototyping

Mental Models

Site maps

LANGUAGES

Spanish. (Native)

English. (Fluent, IGCSE, PET)

Portuguese. Basic Knowledge

French. Basic Knowledge