Cameron S. Lopez

http://camlopez.com | cslopez1@berkeley.edu | (949) 293-3919

Mixed-methods user researcher with 5 years of experience designing and executing research studies. Expert in qualitative research and cross-functional collaboration with a strong background in quantitative methods and data analysis. Passionate about accessibility and sustainability.

Experience

Senior User Experience Researcher   **May 2023 – Current**
Flodesk | Los Angeles, CA
- Single-handedly built out Flodesk's research and recruiting pipeline and processes as their only researcher.
- Defined and executed the user research roadmap for the four major Flodesk product areas year over year.
- Led 25 end-to-end, mixed-methods research studies per year to drive meaningful and concrete insights and recommendations across the four major product areas.
- Instructed and mentored all 5 PMs and 2 designers in running their own research and achieved 100% company participation in a live research session, to cultivate a more research-driven organization.

User Researcher   **June 2021 – Mar 2023**
Tableau, A Salesforce Company | San Francisco, CA
- Single-handedly built out the research core in Tableau Public and Tableau Exchange.
- Directed roadmaps for three distinct product areas through generative mixed-method studies geared toward uncovering Jobs to be Done, while also contributing to the broader body of knowledge and research practice within Salesforce's 100+ person Research+Insights team.
- Drove a complete homepage redesign of Tableau Public, more effectively connecting the 15 million global monthly visitors to more than 6.5 million data visualizations and creators.
- Pioneered a new process for recruiting external participants using web banner intercepts that has been adopted by the rest of Tableau research to increase recruitment of casual users.

User Experience Research Intern   **May 2020 – Aug 2020**
Google | Mountain View, CA
- Led foundational study to examine users' holistic opinions of Google Stadia product to impact future strategy to increase retention and engagement on the platform.
- Led foundational study to examine accessibility of button remapping features on Google Stadia product to impact foundational understanding and project roadmaps.
  - Broadened scope of project to understand impact of accessibility on retention and engagement on gaming platforms.

Graduate Student Researcher   **Jan 2020 – May 2021**
University of California, Berkeley | Berkeley, CA
- Drove foundational research to determine product market fit followed by four iterations of research, design, and front-end web development for an award-winning API, PrivacyBot.
- Awarded the 2021 Dr. James R. Chen award for most outstanding capstone project amongst my cohort.

Education

University of California, Berkeley | School of Information   **Aug 2019 – May 2021**
- Master of Information Management and Systems | 3.95 GPA
- Graduate Certificate in Applied Data Science

University of California, Berkeley   **Aug 2015 – May 2019**
- Bachelor of Arts, Cognitive Science | 3.71 GPA
- Conservation and Resource Studies Minor

Research Methodologies and Skills
- Generative and evaluative research
- Interviews | Survey design | User tests
  Heuristic evaluations | Contextual inquiries
  Persona-making | Statistical analysis

Programs and Software Skills
- Python | Java | R | Matlab
- UserTesting | Dovetail
- Figma | Notion | Tableau