

Cameron S. Lopez

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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 Flodesk | Los Angeles, CA

May 2023 – Current

- 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 five PMs and two 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 Tableau, A Salesforce Company | San Francisco, CA

June 2021 – Mar 2023

- 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 Google | Mountain View, CA

May 2020 – Aug 2020

- 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.

User Experience Research Intern Oakley | Orange County, CA

May 2019 – Aug 2019

- Directed, designed, programmed, and built three-month study examining the effect of a new lens technology on reaction times of color-deficient individuals.
- Findings presented at the 11th International Conference on Human Factors and Ergonomics in 2020.

Education

University of California, Berkeley | School of Information

Aug 2019 – May 2021

- Master of Information Management and Systems | 3.95 GPA
- 2021 Dr. James R. Chen award | 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