

# Cameron S. Lopez

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## Experience

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### User Researcher

June 2021 – Jan 2023

#### Tableau, A Salesforce Company | San Francisco, CA

- Single handedly built out the research core in two product areas, Tableau Public and Exchange.
  - Public and Exchange websites visited by a combined ~15 million users per month.
- Drove a complete homepage redesign to more efficiently connect Tableau Public users with relevant content.
- Shaped the product identities of Tableau Public and Exchange through generative mixed-method studies geared toward uncovering Jobs to be Done.
- Pioneered a new process for recruiting external participants using web banner intercepts that has been adopted by the rest of Tableau research.

### 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.

### User Experience Research Intern

May 2019 – Aug 2019

#### Oakley | Orange County, CA

- Directed three-month study examining the effect of a new lens technology on reaction times of color-deficient individuals.
  - Designed, programmed, and built experiment to test reactions to flashing lights of specific wavelengths and intensities while completing a visual-motor secondary task.
  - Findings used by Oakley to lobby the American National Standards Institute to influence national sunglass policy, presented at the 11<sup>th</sup> International Conference on Human Factors and Ergonomics in July 2020.

## Education

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### 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

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### Research Methodology Experience

- Generative and evaluative research
- Interviews | Survey design | User tests
- Heuristic evaluations | Contextual inquiries
- Persona-making | Storytelling

### Programming and Design Skills

- Python | Java | R | Matlab
- Figma | Miro | Tableau