

Cameron S. Lopez

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Experience

User Researcher

June 2021 – Jan 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.

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 11th International Conference on Human Factors and Ergonomics in July 2020.

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
- Dr. James R. Chen Award for most outstanding capstone project, PrivacyBot

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 | Storytelling

Programming and Design Skills

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