

# Cameron S. Lopez

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## 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

## Experience

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### User Researcher

June 2021 – Jan 2023

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

- First and only user researcher for Tableau Public and Tableau Exchange product areas.
  - Public and Exchange websites visited by a combined ~15 million users per month.
- Scoped and led generative mixed-methods studies to uncover user motivations, Jobs to be Done, and opportunity areas to inform product roadmaps and design.
- Scoped and led evaluative research studies to inform complete home page redesigns for both sites.
- Led qualitative research studies to inform the production of new features for Exchange.
- Created user personas and defined user segmentations for each product area.
- Regularly presented findings to leadership panels, PMs, design teams, and engineering teams.
- Successfully pioneered and documented a new process for recruiting external participants using 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

- Led 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.

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### Programming and Design Skills

- Python, Java, R, Matlab.
- Figma, Miro, Tableau.

### Research Methodology Expertise

- Interviews | Survey design | User tests
- Heuristic evaluations | Contextual inquiries