

Macy Dial

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EDUCATION

Brigham Young University

Bachelor of Arts: Sociology

- Minors in Information Systems & Design Thinking

Provo, UT

Sept 2020 – Apr 2025

EXPERIENCE

Sandbox

Provo, UT

Product Manager

September 2023 – April 2024

- Competed in Hackathon as a product manager, leading a team of software engineers and UX designers to develop a tech product in 24 hours, which granted me admission into the Sandbox startup incubator
- Led product validation and strategy as senior manager and instructed developers and designers on product layout, design, and functionality
- Organized team meetings, executed on strategic priorities, and collaborated with software engineers and UX designers to develop and launch a software startup in 8 months
- Prioritized ethical product development, business practices, and positive impact on community stakeholders

Vivint

Lehi, UT

UX Research Intern

June 2023 – September 2023

- Conducted in-depth qualitative data analysis and delivered actionable insights to stakeholders for data-driven decision-making
- Developed and implemented standards for quantitative data visualization, enhancing the clarity and impact of research outputs through dashboards
- Designed and crafted effective surveys and conducted in-depth customer interviews to gather valuable user feedback and insights
- Acquired proficiency in the Kano methodology, applying it to prioritize features based on user satisfaction and delight
- Started and completed comprehensive research project on key product offering and presented key findings to all 20 members of the C-Suite team

Credera

Provo, UT (Remote)

DE&I Consulting & Data Analytics Intern

January 2023 – March 2023

- Built a competency & global best practices guide to inform Credera in their expansion into the UK
- Researched relevant demographics to understand political landscape, communication styles, cultural norms, and common workplace issues with an emphasis on ethical business practices
- Consulted on research methods, data analysis, and frameworks for understanding culture and policy; presented critical insights to the program manager
- Practiced database management skills by data cleaning, creating data visualization, and performing regression analysis

Microsoft

Provo, UT (Remote)

Market Research Intern

Jan 2022 – April 2022

- Analyzed reports, deployed surveys, and conducted interviews to report on corporate giving solutions
- Conducted in-depth qualitative market research on corporate giving and CSR markets
- Facilitated weekly meetings, effectively managed project plan and scope, and presented deliverables

SKILLS

- Excellent management, organization, consulting, and communication skills
- Introductory skills in Python, Django, SQL, VBA, Solver, HTML, CSS, & Tableau
- CITI Social & Behavioral Research certified