

MANDI GONZALEZ

User Experience Researcher | Atlanta, GA

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EXPERIENCE

UX Researcher (Contract) - Centers for Disease Control & Prevention (CDC)

Atlanta, GA (Remote) / March 2023 - present

- Planning and conducting tactical research for the Centers for Disease Control & Prevention (CDC) website (cdc.gov).
- Insights have been leveraged to create new design solutions that aims to support the CDC's agency-wide strategy in modernizing their digital experience, ensuring the website effectively disseminates critical public health information
- Collaborating with cross-functional partners such as UX designers, project managers, and content strategists

UX Researcher - Mayvenn Hair

Atlanta, GA (Remote) / Jan 2022 - Jan 2023

- First UX Researcher at a 50+ person e-commerce startup where I led strategic and tactical mixed-methods research on Mayvenn's core product shopping website.
- Spearheaded new research operations tool and process which have quadrupled the amount of research executed.
- Research insights led to continued incremental improvements to Mayvenn's digital experience.

UX Researcher - The Home Depot

Atlanta, GA (Hybrid) / Oct 2019 - Jan 2022

- Led strategic and tactical mixed-methods e-commerce research throughout the product life-cycle, collaborating with cross-discipline stakeholders that led teams such as core shopping, home services, mobile app, and more.
- Communicated actionable insights to drive stakeholder decision making across the teams I supported, where my impact had equated to over \$100 mil in gross demand
- Identified knowledge gaps and prioritized asks from multiple product teams craft quarterly research roadmaps
- Managed Home Depot's first online consumer panel composed of DIY and Home Depot customers

Associate UX Designer - Blizzard Entertainment

Irvine, CA / May 2016 - Sept 2019

- Hybrid designer/researcher who planned and conducted UX research studies within an agile framework.
- Conducted heuristic evaluations on the company's employee-facing intranet BlizzNet.
- Managed the team's in-house IT UX lab and create wireframes & prototypes for internal tools (intranet, service desk, etc).
- Partnered with designers, product designs, and developers on delivering and improving internal tools.

SKILLS

Methods: Affinity Mapping, Card Sorting, Competitive Analysis, Interviews, Heuristic Evaluation, Participatory Design, Survey Design, Concept & Prototype Usability Testing, Persona Creation, Journey Mapping

Tools: AskNicely (NPS), Confluence, Figma, GreatQuestion, Jira, InVision, Kustomer, Looker Analytics, Miro, Notion, Office 365, OneTrust, Optimal Sort, Otter.ai, Qualtrics, Smartsheet, Talkdesk, Typeform, UserInterviews, UserTesting, UserZoom

EDUCATION

University of Michigan School of Information - M.S. Human Computer Interaction - Ann Arbor, MI // Apr 2016

University of North Carolina at Chapel Hill - B.S. Information Science - Chapel Hill, NC // May 2014