Mandi Gonzalez

UX RESEARCHER & DESIGNER

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EDUCATION

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

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

EXPERIENCE

Associate UX Designer - Blizzard Entertainment
Irvine, CA / May 2016 - present

I create, moderate and execute generative & evaluative UX research studies (mixed methods - card sorts, usability tests, interviews, etc.) in the fast-paced world of agile. I manage our in-house IT UX lab and create wireframes & prototypes for internal tools (i.e. intranets, service desk ticketing, etc.) I partner with PMs, developers & stakeholders on delivering & improving those tools.

User Experience Specialist - JOOL Health
Ann Arbor, MI / May 2015 - Feb 2016

I created and moderated 15+ usability tests, guerilla-style and in-house, in sprints for a mobile health app. I synthesized insights from these tests, generating recommendations that were implemented in design iterations and the creation of personas. Became acquainted with research on mobile UI patterns that aided in my creation of lo-fi and hi-fi wireframes and prototypes.

Data Analyst - UMich College of Engineering
Ann Arbor, MI / Jan 2015 - May 2015

I compiled student data who are on extracurricular teams at the engineering college at Michigan and analyzed data to see how team participation impacts college success. Used R Studio to analyze data and used surveys to collect qualitative data to look at motivations on joining teams.

UX Researcher - Dominos Pizza
Ann Arbor, MI / Jan 2015 - May 2015

I conducted a needs assessment and evaluation of Dominos' intranet using mixed methods and delivered recommendations for site improvement, amongst a group of 3 other students.

SKILLS

Research Methods
Survey Design
Interviews
User Enactments
Usability Testing
Contextual Inquiry
Wireframing / Prototyping
Affinity Mapping
Heuristic Evaluation
Card Sorting

Tools
InVision
Morae / Camtasia
Google Analytics
Axure
Sketch
Adobe Illustrator / Photoshop
Qualtrics
Microsoft SharePoint
Cisco Webex Meetings/Teams
Confluence, JIRA
R Studio

LEADERSHIP

Event Coordinator, Master's Association
Ann Arbor, MI / Jan 2015 - Dec 2015

Organizer, WIAD Ann Arbor
Ann Arbor, MI / Dec 2015 - Feb 2016

Leadership Committee, Alternative Spring Break
Ann Arbor, MI / Jan 2015 - Mar 2015

President, Escher ICC House
Ann Arbor, MI / Jan 2015 - May 2015