

Mandi Gonzalez

USER EXPERIENCE RESEARCHER

gonzalez.armanda@gmail.com
mandi-gonzalez.github.io
linkedin.com/in/mandigonzalez

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

UX Researcher - Mayvenn

Atlanta, GA / Jan 2022 - Jan 2023

First UX Researcher at a 50+ person ecommerce startup where I lead strategic and tactical mixed-methods research across the entirety of the company's product suite. Spearheaded new research operations tool and process which have quadrupled the amount of research executed within my first year, where insights have led to continued incremental improvements to Mayvenn's digital experience.

UX Researcher - The Home Depot

Atlanta, GA / Oct 2019 - Jan 2022

I lead strategic and tactical mixed-methods e-commerce research throughout the product life-cycle, collaborating with cross-discipline stakeholders throughout. I communicate actionable insights to drive stakeholder decision making across the teams I support, where my impact has so far equated to over \$100 mil in gross demand. Teams I support include, core shopping, home services, mobile app, and more.

UX Designer - Blizzard Entertainment

Irvine, CA / May 2016 - Sept 2019

I created, moderated and executed tactical and strategic B2B UX research studies (card sorts, usability tests, interviews, etc.) in the fast-paced world of agile. I managed our in-house IT UX lab and create wireframes & prototypes for internal tools (i.e. intranets, service desk ticketing, etc.) I partnered with PMs, developers & stakeholders on delivering & improving those tools.

SKILLS

Research Methods

Affinity Mapping
Card Sorting
Competitive Analysis
Concept / Prototype Testing
Ethnography / Interviews
Heuristic Evaluation
Literature Reviews
Participatory Design
Survey Design
Usability Testing

Tools

AskNicely (NPS)
Asana / Confluence / JIRA
Figma / Adobe Illustrator
Google Workspace
GreatQuestion
InVision
Kustomer
Looker Analytics
Microsoft Office 365
Miro / FigJam
Notion
OneTrust
Optimal Sort
Otter.ai
Qualtrics / Typeform
Smartsheet
UserZoom
UserTesting.com
UserInterviews.com
Zoom