

MANDI GONZALEZ

User Experience Researcher

EXPERIENCE

UX Researcher (Contract) - CDC / Peraton

Atlanta, GA (Remote) / March 2023 - present

- Planning and conducting tactical research for the Centers for Disease Control & Prevention (CDC) website (cdc.gov).
- Supporting overall strategy in modernizing the digital experience for the CDC, using tools such as UserTesting
- Working with cross-functional partners such as UX designers, project managers and more across the org

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 across the entirety of the company's product suite.
- Spearheaded new research operations tool and process which have quadrupled the amount of research executed
- Insights have led to continued incremental improvements to Mayvenn's digital experience.

UX Researcher - The Home Depot

Atlanta, GA / Oct 2019 - Jan 2022

- Led strategic and tactical mixed-methods e-commerce research throughout the product life-cycle, collaborating with cross-discipline stakeholders throughout.
- Communicated 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 supported include: core shopping, home services, mobile app, and more.

Associate UX Designer - Blizzard Entertainment (Activision)

Irvine, CA / May 2016 - Sept 2019

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

CONTACT

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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
Minor in Music
Chapel Hill, NC // May 2014

SKILLS

Research Methods

Affinity Mapping, Card Sorting, Competitive Analysis,, Interviews, Heuristic Evaluation, Participatory Design, Survey Design, Usability Testing (Concept / Prototype)

Research Tools

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