

Mandi Gonzalez

User Experience Researcher | Atlanta, GA

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WORK EXPERIENCE

UX Researcher - CDC (contract via TEKsystems) | Atlanta, GA

MAR 2023 - PRESENT

- Planning and conducting tactical research for the Centers for Disease Control & Prevention website around topics such as navigation strategy, content, and the design system
- Insights have been leveraged to create new design solutions that aims to support the CDC's agency-wide strategy in modernizing their digital experience
- Collaborating with cross-functional partners such as UX designers, project managers & content strategists

UX Researcher - Mayvenn Hair | Atlanta, GA

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 that quadrupled the amount of research executed.
- Research insights led to continuous 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 from teams like core shopping, home services, mobile app
- 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 to craft research roadmaps
- Managed a consumer panel composed of Home Depot customers

Associate UX Designer - Blizzard Entertainment | Irvine, CA

MAY 2016 - SEPT 2019

- Hybrid UX designer & researcher who planned and conducted B2B agile UX research studies for internal IT tools used across the company, partnering with cross-functional stakeholders to do so
- Managed the team's in-house UX lab and an internal recruitment panel that helped streamline the recruitment process for research studies

SKILLS & TOOLS

Affinity Mapping, Card Sorting, Competitive Analysis, Interviews, Heuristic Evaluation, Participatory Design, Survey Design, Usability Testing, Persona Creation, Journey Mapping, Affinity Mapping, UserTesting.com, UserInterviews, UserZoom, Qualtrics, Typeform, Otter.ai, Miro, Jira, Optimal Sort, Figma, Adobe Analytics

EDUCATION

University of Michigan School of Information
M.S. Human Computer Interaction

Ann Arbor, MI
SEPT 2014 - APR 2016

University of North Carolina at Chapel Hill
B.S. Information Science

Chapel Hill, NC
AUG 2010 - MAY 2014