

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).
- 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 and project managers

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.
- Insights have 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 throughout.
- 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.
- Teams I supported include: core shopping, home services, mobile app, and more.

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 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.

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