

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 - The Home Depot

Atlanta, GA / Oct 2019 - Present

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, sales events, etc.

Associate 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.

UX Specialist - Kumanu

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.

SKILLS

Research Methods

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

Tools

Qualtrics
Zoom / UserTesting
Microsoft Office Suite
Cisco Webex Suite
Confluence / JIRA
Smartsheets
UserInterviews
InVision
Axure