

# Megan McMahon

meg.c.mcmahon@gmail.com  
meganmcmahondesign.com  
/in/mcmahonmc

## UX RESEARCHER

### WORK EXPERIENCE

**Design Innovation Fellow**, Virginia Commonwealth University da Vinci Center  
Aug 2024 - Present

- Led service design strategy at VCU Health, reducing patients leaving without treatment by 50% in two rural emergency departments, saving \$300k+ annually through improved patient experiences and operations.
- Developed innovation curriculum and workshops for corporate and community clients, focusing on discovery research, defining design requirements, and rapid prototyping.

**Senior UX Researcher**, Mercari (resale marketplace, Japan's first unicorn startup)  
Jun 2022 - Jun 2024

- Led end-to-end mixed methods research (A/B testing, surveys, contextual inquiry, usability testing) to guide the design of mobile and web experiences, increasing daily new listings 3x and driving +12-57% year-over-year GMV growth through AI-powered seller experiences and easier buyer discovery.
- Built strong alliances with product management, CRM, data engineering, and business insights teams, enhancing data triangulation capabilities and team data fluency in R, Looker, and BigQuery.

**Doctoral Researcher**, University of Texas at Austin Department of Psychology  
Aug 2018 - Aug 2022

- Led end-to-end wearables and neuroimaging quantitative research, driving insights that resulted in 4 peer-reviewed publications, 8 conference presentations, and influenced development of a community-engaged research app.
- Conducted 270+ hours of 1:1 clinical interviews and assessments, mastering qualitative research methods.

**Director of Operations**, Virginia Catalyst (life sciences startup accelerator)  
Jan 2017 - Jul 2018

- Led a \$10 million grants program and coordinated cross-functional teams across universities, healthcare centers, and industry partners to form a centralized clinical trial network.
- Designed data-driven reports to demonstrate program success, securing \$2.6 million in continued funding through insights that informed strategic decision-making and stakeholder alignment.

### EDUCATION

**Design Thinking Facilitator**  
ExperiencePoint, 2024

**PhD Experimental Psychology**  
UT Austin, 2022

**MA Clinical Psychology**  
UT Austin, 2020

**Business Certificate**  
University of Virginia, 2015

**BS Neuroscience**  
College of William and Mary, 2015

### SKILLS

Analytics  
A/B Testing  
Design Thinking  
Facilitation  
Journey Mapping  
Product Management  
Research Operations  
Statistics  
Surveys  
Usability Testing  
User Interviews  
User Research  
Web Design  
Workshops

### TOOLS

BigQuery, Figma, Github,  
HTML/CSS, JIRA, Looker, Miro,  
Python, Qualtrics, R, Sprig, SQL,  
UserTesting, UserZoom, Reduct

### LEADERSHIP

**Mentor**, Startup Virginia  
**Mentor**, Lighthouse Labs  
**Chapter Co-Organizer**, Ladies  
that UX Richmond