

Megan McMahon

UX RESEARCHER

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WORK EXPERIENCE

Innovation Fellow & Design Consultant

Virginia Commonwealth University | Aug 2024 - Present

- Achieved \$300k+ annual projected cost savings leading service design strategy for the Health Innovation Lab, reducing the number of patients in two rural emergency departments leaving without being seen by 50%.
- Developed a custom innovation curriculum consisting of 6 sessions for clinician innovators at the Veterans Health Administration, emphasizing rapid prototyping, user research, and remote user testing techniques.
- Facilitated workshops for corporate and community partners (Allianz, Virginia Housing Alliance) to support strategic planning and leadership development.
- Taught courses on service design and innovation, such as “Designing the Future of Health” and “Teaching, Learning, Technology, and the Future of Higher Education.”

Senior UX Researcher

Mercari | Jun 2022 - Jun 2024

- Increased daily new listings on a resale marketplace 3x by leading mixed methods research (A/B testing, surveys, contextual inquiry, usability testing) on AI feature development to optimize seller experiences.
- Drove +12-57% year-over-year gross merchandise value (GMV) in key verticals by spearheading executive-facing strategic research on user engagement, using surveys, diary studies, and interviews.
- Advocated for user-focused product development across the company by designing and facilitating a quarterly benchmarking user research share-out, consistently attended by over half the company (70+ people).
- Built strong partnerships with data engineering and business insights teams, resulting in increased triangulation opportunities and higher UXR team data fluency (Looker, R).

Doctoral Researcher

UT Austin Department of Psychology | Aug 2018 - Aug 2022

- Published four peer-reviewed research articles on wearable technology and sleep health by leading quantitative research from study design through data collection, operations, analysis (R, Python, Qualtrics), and reporting.
- Facilitated over 270 hours of 1:1 clinical interviews and assessments, mastering qualitative research skills.
- Directly supervised 8+ research assistants, mentored junior researchers, and collaborated with multidisciplinary teams of clinicians, engineers, and data analysts.

EDUCATION

Design Thinking Facilitator

ExperiencePoint | 2024

PhD Experimental Psychology

UT Austin | 2022

SKILLS

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

TOOLS

Figma
Github
JIRA
Looker
Miro
Python
Qualtrics
R
UserZoom

AFFILIATIONS

Entrepreneurship Mentor

Startup Virginia
Lighthouse Labs

Chapter Co-Organizer

Ladies that UX Richmond