Megan McMahon

UX Researcher

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Experience

VCU da Vinci Center
Innovation Fellow
Aug 2024 – Present

- Lead UX research (empathy interviews, field studies) and collaborative workshops with healthcare providers to improve emergency department systems, driving user-centered solutions and fostering cross-functional collaboration for innovative service design.
- Facilitate design thinking and product innovation instruction for students and corporate partners in healthcare, finance, and education, aligning stakeholders to ensure the strategic application of human-centered research.
- Consult with entrepreneurs and corporate teams on user research, concept testing, and product discovery, providing strategic decision-making support by leveraging insights to guide product development and ensure alignment with business goals.

Startup Virginia
Idea Factory Mentor
Aug 2024 – Present

- Mentor startup founders on conducting in-depth user interviews, survey design, and competitive analysis to identify and address customer pain points, leveraging user research insights to refine product strategy.

Mercari
Senior UX Researcher
Jun 2022 – Jun 2024

- Led mixed methods research to inform AI-driven ecommerce feature development, optimizing seller and buyer experiences, resulting in a 15% increase in new daily listings.
- Designed and analyzed surveys alongside behavioral analytics (Looker, Qualtrics, Sprig) to extract actionable insights, guiding product roadmap decisions and influencing feature prioritization.

UT Austin
Doctoral Researcher
Aug 2018 – Aug 2022

- Led quantitative research using survey and behavioral data with statistical methods (R, Python) to generate actionable insights on wearable technology's role in assessing sleep health, resulting in four peer-reviewed publications.
- Mastered in-depth interviewing techniques through 270+ hours of clinical interviews and assessments,

Education

2024	Certified Design Thinking Facilitator ExperiencePoint
2023	Personas Nielsen Norman Group
2022	PhD Experimental Psychology, Cognitive Neuroscience University of Texas at Austin