MEGAN MCMAHON

SENIOR UX RESEARCHER

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EDUCATION

University of Texas at Austin
PhD Experimental Psychology, 2022

MA Clinical Psychology, 2020

College of William & Mary
BS Neuroscience, 2015

LEADERSHIP

Startup Virginia, Richmond, VA
Idea Factory Mentor, Aug 2024 - Present

Lighthouse Labs, Richmond, VA
Startup Mentor, Aug 2024 - Present

CERTIFICATES

ExperiencePoint
Design Thinking Facilitator, Aug 2024

Nielsen Norman Group
Personas: Turn User Data Into
User-Centered Design, Dec 2023

Interaction Design Foundation
Quantitative Research for UX, Oct 2022
Conducting Usability Testing, Apr 2022

McIntire Business Institute at UVA
Business Fundamentals, Sep - Dec 2015

SKILLS

UX Research
Surveys, User Interviews, Usability
Testing, Diary Studies, Journey
Mapping, Tree Testing, Statistics,
Literature Reviews, Agile, Workshop
Facilitation, Design Thinking,
Stakeholder Engagement

Tools
UserZoom, Qualtrics, Figma, Miro, R,
Python, BigQuery, Looker, JIRA

EXPERIENCE

Virginia Commonwealth University, Richmond, VA
University hub for product development and venture creation.

Innovation Fellow & Design Strategist, Aug 2024 - Present

- Lead technical research efforts to optimize emergency department workflows at rural hospitals, collaborating with cross-functional teams to implement user-centered solutions.
- Conduct customer and stakeholder interviews to identify pain points and propose actionable improvements.

Mercari, Remote
The U.S. branch of Japan's first unicorn and largest mobile marketplace.

Senior User Experience Researcher, Sep 2023 - Jun 2024

- Collaborated with engineers, product managers, and designers to create, prototype, and test product concepts, directly influencing design and strategy for new product features.
- Led customer research to inform AI-driven ecommerce feature development, optimizing seller and buyer experiences, resulting in a 3x increase in new daily listings.

User Experience Researcher II, Jun 2022 - Sep 2023

- Spearheaded executive-facing strategic research on user engagement, influencing roadmap decisions and driving 12-57% year-over-year gross merchandise value (GMV) growth in key verticals.
- Developed and implemented a comprehensive UX benchmarking initiative to identify and address key usability challenges, enhancing the overall user experience across product areas.

University of Texas at Austin, Austin, TX
Lab investigating the intersection of IoT, neurocognitive aging, and sleep.

Graduate Research Assistant, 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.
- Supervised eight direct reports.

Virginia Catalyst, Richmond, VA
A non-profit advancing commercialization efforts and strategic initiatives to increase Virginia's leadership in healthcare and biotech sectors.

Director of Operations, Jan 2017 - Jul 2018

- Ensured high ROI (28:1) through skilled project management, coordinating with multiple universities and healthcare organizations to successfully develop and commercialize life science projects.
- Created presentations and reports to communicate program impact to state legislators, securing +$2.6M YOY in state funding.