UX RESEARCHER

MEGAN MCMAHON

A: Richmond, VA   **P:** (804) 461-9009   **E:** meg.c.mcmahon@gmail.com   **W:** meganmcmahondesign.com   **L:** /in/mcmahonmc

WORK EXPERIENCE

Innovation Fellow & Design Thinking Consultant
Virginia Commonwealth University | 2024 - Present

- Lead service design strategy for the Health Innovation Lab, focusing on improving emergency department experiences in rural hospitals.
- Design and deliver a custom design thinking curriculum for Veterans Health Administration Innovators Network, emphasizing rapid prototyping, user research, and remote user testing techniques.
- Consult with community and corporate partners, such as Allianz and Virginia Housing Alliance, to provide strategic development support through coaching, design thinking workshops, and creative problem-solving sessions.
- Teach courses on design research, design thinking, and innovation, such as "Designing the Future of Health" and "Teaching, Learning, Technology, and the Future of Higher Education."

Senior UX Researcher
Mercari | 2022 - 2024

- Collaborated with engineers, product managers, and designers to rapidly prototype and test product concepts, directly influencing design and strategy for new resale marketplace features.
- Led customer research to inform AI-driven e-commerce feature development, optimizing seller and buyer experiences, resulting in a 3x increase in new daily listings.
- 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 usability challenges, improving overall search and navigation experiences.

Doctoral Researcher & Clinician
UT Austin Department of Psychology | 2018 - 2022

- Led quantitative research projects including design, collection, and analysis of survey and behavioral data, focusing on wearable technology's impact for circadian health. See Publications.
- Conducted over 270 hours of 1:1 clinical interviews and assessments, mastering qualitative research skills.
- Supervised research assistants, mentored junior researchers, and collaborated with multidisciplinary teams of clinicians, engineers, and data analysts.

EDUCATION

Design Thinking
ExperiencePoint | 2024

PhD Experimental Psychology
UT Austin | 2022

SKILLS

Agile
Data Visualization
Design Thinking
Facilitation
Journey Mapping
Surveys
User Interviews
Usability Testing
Product Strategy
Product Management
Research Operations
Statistics
User Research
Workshop Design

TOOLS

Figma
Github
Miro
JIRA
Looker
Python
Qualtrics
R
UserZoom

AFFILIATIONS

Entrepreneurship Mentor
Startup Virginia
Lighthouse Labs

Member
Ladies that UX
RVA Design Group