

# Megan McMahon

## UX RESEARCHER

Richmond, VA | (804) 461-9009 | [meg.c.mcmahon@gmail.com](mailto:meg.c.mcmahon@gmail.com) | [meganmcmahondesign.com](http://meganmcmahondesign.com) | [/in/mcmahonmc](https://in/mcmahonmc)

## WORK EXPERIENCE

### Design Innovation Fellow

Virginia Commonwealth University da Vinci Center | Aug 2024 - Present

- Achieved \$300k+ annual projected cost savings for VCU Health by leading service design strategy, 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 design jams for corporate and community partners (Allianz, Virginia Housing Alliance) to support strategic planning and leadership development.

### Senior UX Researcher

Mercari | resale marketplace, Japan's first unicorn startup | Jun 2022 - Jun 2024

- Assessed project scope, crafted research questions, identified appropriate research methods, and conducted research end-to-end to guide design of mobile and web experiences.
- Increased daily new listings on a resale marketplace 3x by leading mixed methods research (A/B testing, surveys, contextual inquiry, usability testing) on AI-powered listing 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 alliances with product management, CRM, data engineering, and business insights teams, resulting in increased triangulation opportunities and higher UXR team data fluency (Looker, R).

### Doctoral Researcher

University of Texas at Austin Department of Psychology | Aug 2018 - Aug 2022

- Led quantitative research from study design through data collection, operations, and analysis (R, Python, Qualtrics), resulting in 4 peer-reviewed published research articles and 8 conference presentations on wearable technology and sleep health.
- Facilitated over 270 hours of 1:1 clinical interviews and assessments, mastering qualitative research skills.

## 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 | Sprig  
| UserTesting | UserZoom | Reduct

## AFFILIATIONS

### Entrepreneurship Mentor

Startup Virginia  
Lighthouse Labs

### Chapter Co-Organizer

Ladies that UX Richmond