

Megan McMahon

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UX RESEARCHER

WORK EXPERIENCE

Design Innovation Fellow, Virginia Commonwealth University da Vinci Center
Aug 2024 - Present

- Led service design strategy at VCU Health, reducing patients leaving without treatment by 50% in two rural emergency departments, saving \$300k+ annually through improved patient experiences and operations.
- Developed innovation curriculum and workshops for corporate and community clients, focusing on discovery research, defining design requirements, and rapid prototyping.

Senior UX Researcher, Mercari (resale marketplace, Japan's first unicorn startup)
Jun 2022 - Jun 2024

- Led end-to-end mixed methods research (A/B testing, surveys, contextual inquiry, usability testing) to guide the design of mobile and web experiences, increasing daily new listings 3x and driving +12-57% year-over-year GMV growth through AI-powered seller experiences and easier buyer discovery.
- Built strong alliances with product management, CRM, data engineering, and business insights teams, enhancing data triangulation capabilities and team data fluency in R, Looker, and BigQuery.

Doctoral Researcher, University of Texas at Austin Department of Psychology
Aug 2018 - Aug 2022

- Led end-to-end wearables and neuroimaging quantitative research, driving insights that resulted in 4 peer-reviewed publications, 8 conference presentations, and influenced development of a community-engaged research app.
- Conducted 270+ hours of 1:1 clinical interviews and assessments, mastering qualitative research methods.

Director of Operations, Virginia Catalyst (life sciences startup accelerator)
Jan 2017 - Jul 2018

- Led a \$10 million grants program, coordinating cross-functional teams across universities, healthcare centers, and industry partners to drive a centralized clinical trials network
- Designed data-driven reports to demonstrate program success, securing \$2.6 million in continued funding through insights that informed strategic decision-making and stakeholder alignment.

EDUCATION

Design Thinking Facilitator
ExperiencePoint, 2024

PhD Experimental Psychology
UT Austin, 2022

MA Clinical Psychology
UT Austin, 2020

Business Certificate
University of Virginia, 2015

BS Neuroscience
College of William and Mary, 2015

SKILLS

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

TOOLS

BigQuery, Figma, Github, JIRA,
Looker, Miro, Python, Qualtrics,
R, Sprig, SQL, UserTesting,
UserZoom, Reduct

LEADERSHIP

Mentor, Startup Virginia

Mentor, Lighthouse Labs

Chapter Co-Organizer, Ladies
that UX Richmond