

Megan McMahon

UX Researcher

UX Researcher with a PhD in Experimental Psychology and extensive experience in human-centered design. At VCU, I led research that reduced patient walkouts by 50%, while at Mercari, my mixed methods research tripled new listings and drove significant GMV growth. Skilled in R, Looker, and SQL, I excel in user advocacy through storytelling.

LINKS

Portfolio

<http://meganmcmahondesign.com>

Research Publications (13)

tinyurl.com/megan-pubs

CONTACT

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Richmond, VA, USA

linkedin.com/in/mcmahonmc

SKILLS

ResearchMethods: Field Studies · Quantitative Research · Qualitative Research · Interviews · Surveys · Usability Testing · Contextual Inquiry · A/B Testing

DataAnalysis: SQL · Data Visualization · Statistical Analysis · Data Analysis · Looker · Google Analytics · Python · R

DesignTools: Wireframing · Prototyping · Figma · Miro

UserExperience: Journey Mapping · Information Architecture · Heuristic Evaluation · Card Sorting · Affinity Diagramming · Remote Testing

WORK EXPERIENCE

Innovation Fellow & Lead User Researcher

Aug 2024 - Present

Virginia Commonwealth University da Vinci Center

- Led user research, including ethnography, interviews, and surveys, for VCU Health's rural emergency departments, achieving a 50% reduction in patient walkouts and generating over \$300,000 in annual savings by enhancing patient experiences and optimizing operational efficiency.
- Facilitated product innovation workshops for over 100 employees across healthcare, higher education, and government sectors, focusing on user research methods, prototyping, business model development, and design thinking techniques.

Senior UX Researcher

Jun 2022 - Jun 2024

Mercari

- 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

Aug 2018 - Aug 2022

University of Texas at Austin Department of Psychology

- Managed a team of 12 researchers in quantitative studies utilizing wearable technology and neuroimaging, achieving 4 peer-reviewed publications and 8 conference presentations.
- Conducted 270+ hours of individual clinical interviews and assessments, focusing on qualitative research methodologies.

EDUCATION

The University of Texas at Austin | PhD

Psychology · Graduation: Jan 2022

Cognitive Neuroscience Concentration, with MA in Clinical Psychology

VOLUNTEER EXPERIENCE

Chapter Co-Organizer

Feb 2025

Ladies that UX · Richmond, VA, USA

User Research Mentor

Sep 2024

Startup Virginia · Richmond, VA, USA