

UX RESEARCHER

MEGAN MCMAHON

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WORK EXPERIENCE

Innovation Fellow & Service Design 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 service design 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

- 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.
- Build strong partnerships with data engineering and business insights teams, resulting in increased triangulation opportunities and higher data fluency (Looker, R). Improved UX research team recruitment and analytical efficiency.

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 Facilitator

ExperiencePoint | 2024

PhD Experimental Psychology

UT Austin | 2022

SKILLS

Data Analysis
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
Miro
JIRA
Looker
Python
Qualtrics
R
UserZoom

AFFILIATIONS

Entrepreneurship Mentor

Startup Virginia
Lighthouse Labs

Member

Ladies that UX
RVA Design Group