

JONATHAN GOH

jonathanpgoh@gmail.com
(832) 638-6131

1010 President St., Brooklyn, NY 11225
jgoh.io

Selected UX Research	Welcome to Cambodia Town <div>Massachusetts Institute of Technology (MIT) Master's Thesis</div> <div>01/2023 - 06/2023</div> <ul style="list-style-type: none">· Executed end-to-end UX research—running 10 in-depth interviews, contextual inquiry, and data analysis—to tackle low market visibility among Cambodian-American businesses· Used findings to design a mobile app prototype that builds connections between Cambodian-American digital creators and improves place discovery—presenting it to community stakeholders
	YouTube Fashion & Beauty User Research <div>Material Client: Google</div> <div>2021</div> <ul style="list-style-type: none">· Ran a 9,000-person research study for Google—in one of their key verticals—to understand how consumers use YouTube for fashion and beauty compared to Instagram and Facebook· Analyzed survey and ad-testing data to demonstrate impact of YouTube on purchase journey compared to competitor platforms
	Optum Population Health Management Platform <div>Fusion Hill Client: Optum</div> <div>2018</div> <ul style="list-style-type: none">· Conducted in-depth interviews with 15 clinical and business decision-makers at large healthcare organizations to understand their complex needs managing patient populations· Delivered design recommendations to a leading healthcare company for their population health management product—including key features and strategies for increasing adoption

Work Experience	Research Manager <div>Material Los Angeles, CA</div> <div>09/2019 - 09/2021</div> <ul style="list-style-type: none">· Led user research in a fast-paced consulting environment where I delivered results on tight timelines to high-profile clients like Google, Dropbox, and Pepsico· Extracted quantitative and qualitative insights that drove product development like user journeys within cloud file-sharing platforms, and changes in online food consumption behaviors post-COVID
	Senior Research Analyst <div>UnitedHealth Group Minneapolis, MN</div> <div>03/2018 - 08/2019</div> <ul style="list-style-type: none">· Led research on a 3-person team that set the direction for a core operational area of the world's 2nd largest healthcare company—developing a data-driven system that optimizes treatment decisions· Synthesized scientific research and competitive analysis into a strategic roadmap for C-Suite executives to guide company-wide innovation and value creation
	Junior Researcher <div>Fusion Hill Minneapolis, MN</div> <div>11/2016 - 03/2018</div> <ul style="list-style-type: none">· Conducted qualitative user research studies that enabled Fortune 100 companies in FinTech, CPG and Healthcare to uncover unmet user needs and develop high impact product features· Led analysis of qualitative data—building user personas, and journey maps—and created client deliverables to communicate insights

Education & Skills	Massachusetts Institute of Technology <div>Cambridge, MA</div> <div>Master in City Planning 2021-2023</div>	Qualitative research <div>1:1 in-depth interviews</div> <div>Contextual inquiry</div> <div>Persona development</div> <div>Journey mapping</div> <div>Ethnography</div>	Quantitative research <div>Survey design (Qualtrics)</div> <div>Data Analysis (Python)</div> <div>SQL</div>
	Macalester College <div>St. Paul, MN</div> <div>B.A, Anthropology 2011-2015</div>		UX Design <div>CSS/HTML</div> <div>Wireframing (Figma)</div>