

# JONATHAN GOH

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## Education

**Massachusetts Institute of Technology** Cambridge, MA

**Master in City Planning** 2021-2023

**Thesis: Welcome to Cambodia Town**

Executed UX research and design process—from quantitative and qualitative user research to high-fidelity mobile app wireframes—to connect Cambodian-American business owners and creators.

**Coursework** Data Science I Intro to Python Int. / Adv Statistics Design for the Web

**Macalester College** St. Paul, MN

**B.A, Anthropology** 2011-2015

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## Experience

**Research Manager**

09/2019 - 09/2021

**Material** Los Angeles, CA

Managed end-to-end quantitative and qualitative user research studies—leading study recruitment, survey design and programming, in-depth interviews, and data analysis that drove product and business decisions for clients like Google, Dropbox, and PepsiCo

- Worked across data science, survey engineering, data collection, and design teams to execute customized research studies that answer key client research questions
- Analyzed and delivered insights from large-scale survey data to shape client product design, strategy, and positioning

**Senior Research Analyst**

03/2018 - 08/2019

**UnitedHealth Group** Minneapolis, MN

Led research on a 3-person team that set the direction for a core business area of the world's second largest healthcare company. I translated insights from in-depth research into strategic objectives for how the company should innovate and create value.

- Combined scientific research with competitive analysis to develop a system that optimizes treatment decisions and improves health outcomes using patient data
- Synthesized research and business strategy into the primary guiding document for C-suite level decision-makers across the company

**Junior Researcher**

11/2016 - 03/2018

**Fusion Hill** Minneapolis, MN

Conducted qualitative user research studies that enabled Fortune 100 companies in FinTech, CPG and Healthcare to uncover unmet user needs and make user-centered product decisions

- Oversaw sample recruitment, created discussion guides, and led 1:1 in-depth interviews, usability testing, contextual observation, and diary studies
- Led analysis of qualitative data—building user personas, and journey maps—and created client deliverables to communicate insights to steer product development

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|-------------------|--|-------------------|
| Selected Projects | <b>WFP Migration Web-based Data Visualization</b><br>MIT Civic Data and Design Lab (CDDL)  | 06/2022 - 06/2023 |
|                   | Worked on a team of MIT analysts, programmers, and designers to build a web-based interactive data visualization for the United Nations (UN). Led data analysis, and visualization in GIS and Python, as well as research and data storytelling for website. |                   |
|                   | <b>Improving grocery transport for urban trekkers</b><br>MIT Sloan School of Management  | 01/2023 - 06/2023 |
|                   | Worked on a cross-functional team to solve the problem of grocery transport for urban pedestrians. Led user-research throughout the product development process, including customer development, concept generation, user testing, and design.               |                   |
|                   | <b>Web app for small businesses in Italy</b><br>Massachusetts Institute of Technology  | 08/2022 - 07/2023 |
|                   | Designed a prototype web app for small businesses to mitigate population decline in rural Italy. Led UX research including stakeholder engagement, data analysis, user interviews, and design of high-fidelity wireframes.                                   |                   |
|                   | <b>Predictive ML model for residential energy consumption</b><br>Harvard University School of Engineering and Applied Sciences   | 09/2022 - 12/2022 |
|                   | Used big data to build a machine-learning model that predicts building energy consumption using Python and SKLearn. Conducted exploratory data analysis, dimensionality reduction, and model selection using ensemble learning and cross-validation.         |                   |
|                   | <b>Redesigning Refugee integration in Germany</b><br>Macalester College Live It Fund   | 01/2015 - 09/2016 |
|                   | Developed human-centered design project to improve integration process for refugees in Munich. Led user research to understand the needs of refugees from 10 different countries—delivering design recommendations to key decision-makers.                   |                   |

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|--------|------------------------|--------------------------------|----------|
| Skills | Data Analysis (Python) | 1:1 in-depth interviews        | CSS/HTML |
|        | Quantitative research  | Survey development (Qualtrics) | SQL      |
|        | Qualitative research   | UX Design (Figma)              | GIS      |
|        | User Experience (UX)   |                                |          |