

Mandi Gonzalez

User Experience Researcher | Raleigh, NC

m: 910-554-9280
gonzalez.armanda@gmail.com
linkedin.com/in/mandigonzalez

WORK EXPERIENCE

UX Researcher III - Verizon Communications, Inc | Raleigh, NC

JAN 2024 - PRESENT

- Lead end-to-end user research initiatives across customer and retail representative journeys to inform strategic and tactical experience design decisions for Verizon's fleet of direct brick-and-mortar stores
- Plan, conduct, and synthesize mixed-method research to uncover pain points, validate concepts, and inform design decisions
- Collaborate cross-functionally with design and product to embed user needs into the retail experience roadmap.

Usability Researcher - CDC | Atlanta, GA

MAR 2023 - JAN 2024

- Led tactical research for the Centers for Disease Control & Prevention website (cdc.gov) around topics such as navigation strategy, content, and a custom design system
- Insights were leveraged to create new design solutions that aimed to support the CDC's agency-wide strategy in modernizing their digital experience
- Collaborated with cross-functional partners such as UX designers, project managers & content strategists

UX Researcher - Mayvenn Hair | Atlanta, GA

JAN 2022 - JAN 2023

- First UX Researcher at a 50+ person e-commerce startup where I led strategic and tactical mixed methods research on Mayvenn's core product shopping website
- Spearheaded new research operations tool and process that quadrupled the amount of research executed.
- Research insights led to continuous improvements to Mayvenn's digital experience

UX Researcher - The Home Depot | Atlanta, GA

OCT 2019 - JAN 2022

- Led strategic and tactical mixed-methods e-commerce research throughout the product life-cycle, collaborating with cross-discipline stakeholders from teams like core shopping, home services, mobile app
- Communicated actionable insights to drive stakeholder decision making across the teams I supported, where my impact had equated to over \$100 mil in gross demand
- Crafted research roadmaps for multiple teams and managed a Home Depot consumer panel

SKILLS & TOOLS

Affinity Mapping, Card Sorting, Competitive Analysis, Desk Research, Ethnography, Google Gemini, Heuristic Evaluations, Interviewing, Journey Mapping, Participatory Design, Persona Creation, Survey Design, Usability Testing, UserTesting/UserZoom, UserInterviews, Qualtrics, Jira, Optimal Sort, Figma, R Studio, Workshops

EDUCATION

University of Michigan School of Information
M.S. Human Computer Interaction

Ann Arbor, MI
SEPT 2014 - APR 2016

University of North Carolina at Chapel Hill
B.S. Information Science

Chapel Hill, NC
AUG 2010 - MAY 2014