

Diego Mas González

UXD | UXR | PDM

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I am a design research strategist with a background in creative analytics, project management and digital marketing. I believe design is a visual and data-driven language that improves the lives of others through meaningful products. I apply this UX mindset to design projects for business success and brand growth.

EDUCATION

Coll. of the Holy Cross

- B.A. History
- B.A. Political Science

General Assembly

- CTF: UX Design
- CTF: Digital Marketing

EXPERTISE

- Qualitative Research
- Quantitative Research
- Screener Surveys
- Affinity Mapping
- Persona Development
- User Journeys
- Wireframes
- Usability Testing
- A/B Testing
- Project Management
- Design Strategy
- Sketch
- Adobe XD
- InVision
- Digital Marketing
- Competitive Analysis
- Comparative Analysis
- WordPress
- Photography

EXPERIENCE

User Experience Researcher

Sep 2019 — Jan 2020

American Express

Practiced design research in a team of three within the financial sector.

- Developed a research framework for our team to establish project KPIs, project scope guidelines and insight read-outs for project stakeholders
- Conducted qualitative-quantitative user interviews by examining internal and external user needs, yielding new product revisions in 2020
- Created a leadership scorecard to provide department heads with an overview of research findings, project needs and completion timelines
- Transcribed interviews for project summaries and department read-outs

User Experience Researcher

Jul 2019 — Sep 2019

Driver Technologies

Served as the sole user research practitioner at an early stage app startup.

- Interviewed ride-share and trucker product users to determine unmet needs, supporting Driver's redesign with in-app insurance offerings

Project Design Manager

Jun 2019 — Sep 2019

Capitol Foundry

Managed client content strategy, design assets and project support.

- Managed UX writing for clarity and usability of client design assets

UX Design Instructional Associate

Sep 2018 — Apr 2019

General Assembly

Taught UX methodology within a team of three to new design students.

- Educated over 50 students in UX Design and UX Research methods
- Improved GA's client-sourcing process to build partnerships with startups and for students to provide design help to NY businesses

Junior UX Designer

Sep 2018 — Dec 2018

Advncd Manknd

Provided UX, UXR and client strategy support in an agency team of five.

- Designed a log-in flow for a US retail brand and their 39 Mexico stores