# Diego Mas González
## Design Researcher

## EXPERIENCE

### Design Researcher

Wondros | Aug 2020 - Present, Remote

Conducted qualitative interviews with 45 participants nationwide to understand sentiments surrounding COVID-19 therepeutics to improve public health safety and education; Partnered with recognized universities to address localized COVID-19 vaccine hesitancy and advocacy within minoritiy populations; Delivered artifacts such as discussion guides, creative briefs, personas and user journeys to build empathy among project teams; Improved internal team collaboration via project retrospectives and workshops.

### UX Researcher

American Express | Sep 2019 - Jan 2020, New York City

Organized research studies to help internal teams establish product KPIs; Created external customer and internal stakeholder personas for product owners to empathize with target users; Created a metrics scorecard for departments to measure project goals and benchmarks.

### Project Design Manager

Capitol Foundry | Jun 2019 - Sep 2019, New York City

Applied UX technical writing for client designs to include uniform language and styling; Managed client expectations with final project deliverables following scope adjustments and timeline updates.

### UX Instructional Associate

General Assembly | Sep 2018 - Apr 2019, New York City

Instructed over 50 students in UX and user research methods; Improved internal practices to attract startups for student projects.

### UX Design Student

General Assembly | Mar 2018 - Jun 2018, New York City

Gained over 500+ hours of UX instruction and delivered five design projects in three months; Provided UX strategy for a retail startup, delivering a desktop prototype and style guide in a two week sprint.

### Client Account Representative

CJ Affiliate | Aug 2015 - Mar 2018, New York City

Introduced new digital partnerships to client companies and developed marketing campaigns for product sales and brand growth.

## CREDENTIALS

### Contact Information

dmasgonzalez@gmail.com
860.944.7251

### Online Presence

dmasgonzalez.com
in/dmasgonzalez
@dmasgonzalez

### Education

Holy Cross, 2012
B.A., History & Poli-Sci

General Assembly, 2018
Certificate, UX Design

### Industry Knowledge

Design Research
Service Design
UX Design
Typography
Color Theory
HTML / CSS
Digital Marketing
Product Strategy
Client Strategy
Project Management
Team Collaboration
Design Mentorship

### Tools & Technologies

Figma, Sketch, Miro, Mural, InVision, Slack, Google Workspace, Microsoft Office Suite, Microsoft Teams, Zoom

### Languages

English (native)
Spanish (native)