

# Diego Mas González

Cranston, RI 02920 | 860-944-7251 | [dmasgonzalez@gmail.com](mailto:dmasgonzalez@gmail.com) | [linkedin.com/in/dmasgonzalez](https://www.linkedin.com/in/dmasgonzalez) | [dmasgonzalez.com](https://dmasgonzalez.com)

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## SENIOR UX RESEARCHER

Design leader drawing on mixed methodologies (qualitative and quantitative) and design thinking strategies to help organizations build campaigns, products, and services that enrich peoples' lives. Passionate about user experience research and service design, leveraging background in technology to produce positive impact. Dedicated to understanding product usage, gathering customer feedback, and translating research findings into actionable insights for organizational growth. Relationship builder, creating partnerships and conducting research that impacts a company's bottom-line by developing success metric key performance indicators (KPIs) in addition to objectives and key results (OKRs) tailored for business growth.

*Core competencies and technical skills include:*

UX Research | UX Design | Qualitative Interviewing | Quantitative Surveys + Data Synthesis | Data Visualization | Marketing | Adobe Creative Cloud | Figma | Miro | Maze | Qualtrics | Respondent | DoveTail | Power BI | Tableau | Slack | Microsoft Office (Word, Notes, PowerPoint, Excel, Outlook, Teams) | Final Cut Pro | Screen Studio | Photomator | Pixelmator

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## EXPERIENCE

ZONAR SYSTEMS | Seattle, WA

04/2022 — 11/2023

*Trucking industry solutions provider of fleet management hardware and software services.*

### UX Researcher

Led product improvements based on qualitative interview insights, quantitative data surveys, and design workshop facilitation with stakeholders to improve business strategies.

- Managed discovery research, speaking with 10 commercial truckers to improve mobile login method pain points, providing insights for engineers to refine the login user flow, enhancing security, and improving the experience for 10,000 customers.
- Organized 20 qualitative interviews and reviewed customer survey data towards redesigning a vehicle safety tool. Analyzed quantitative findings to forecast 10% business revenue growth opportunity by 2025.
- Standardized 2023 company UX metrics to improve collaboration between UX, Product, and Engineering. Outlined performance metric KPIs/OKRs to measure success and ship products more quickly across project teams.
- Empowered 15-member UX team to conduct independent research by standardizing UXR tools (interview scripts, question banks, survey templates, usability testing guides) to improve work outcomes and timelines.

WONDROS | Los Angeles, CA

08/2020 — 03/2022

*Creative agency focused on solving complex challenges to build social movements and inspire action.*

### UX Researcher

Implemented design strategies to develop public health campaigns in partnership with US government stakeholders. Organized agency design workshops and pitched new client requests for proposals (RFPs) to win new business.

- Conducted 10 bilingual (English and Spanish) behavioral interviews in Los Angeles to address Covid-19 vaccine hesitancy among minority residents. Collaborated with USC for the *Vaccinate L.A.* campaign, educating citizens on community health safety.
- Informed creative campaign asset designs (social media posts and physical and digital banners) for remote community events, gathering public feedback. Increased vaccinations by 10% among 900,000 residents over 3 months, acknowledged in the *American Journal of Public Health*.
- Launched *The Fight Is In Us*, a pre-vaccine plasma donation campaign in 14 cities. Conducted 45 interviews to gauge community willingness/donation barriers. Research insights informed campaign asset designs (personas, user journeys) for nationwide distribution to improve pandemic outcomes.
- Produced 3,250+ design assets for *The Fight Is In Us* contract, serving as model for improved internal coordination among Wondros agency teams.
- Managed large-scale UX projects, drafted proposals to earn new agency contracts, and demonstrated design thinking value by facilitating workshops with project stakeholders to improve work quality and deliverables.

## EXPERIENCE

AMERICAN EXPRESS | New York, NY

09/2019 — 01/2020

### Jr. UX Researcher

*Bank holding and financial services company specializing in consumer and business credit cards.*

Scaled user research impact and partnerships within the marketing department to improve financial services.

- Established a research-backed product roadmap and project strategy for new financial loan tool. Interviewed 10 internal subject matter experts (SMEs), including Finance Directors, Backend Engineers, and Product Managers, guiding project direction with feedback from AmEx executive project stakeholders.
- Created a UX “Research Scorecard” summary document for stakeholders to review project metrics, research services, resolve project challenges, and discuss work impact expectations for final deliverables.

GENERAL ASSEMBLY | New York, NY

03/2018 — 04/2019

### UX Student & Instructional Associate

*Education and career transformation company specializing in teaching practical technology skills.*

Gained my UX foundation while returning to teach student cohorts, provide guidance, and improve internal business practices

- Completed 350+ professional design instruction hours, completing 5 projects covering rapid prototyping, data analysis, product feature integration, information architecture, and business consulting.
- Provided hands-on design and research expertise to local companies for 2 weeks before receiving UX certification
- Instructed 50 part-time and full-time students in design and research industry best practices, offering mentorship support while navigating career transitions and user experience education.
- Developed a new model placement strategy to pair businesses with students for UX consulting services.

CJ AFFILIATE | New York, NY

08/2015 — 03/2018

### Client Account Representative

*Online affiliate marketing company, working to boost commercial growth for brands, publishers, and creators.*

Leveraged market research trends and product data insights to boost client company industry sales year-over-year.

- Grew client partners by 100-200 affiliate publishers per year, creating new client business across home, fashion, technology, and auto verticals, driving consistent YoY revenue growth.
- Improved major technology company product sales 26% YoY, diversified their partner base, and analyzed competitor market offers to match category product sales for release across digital channels.
- Facilitated quarterly business reviews (QBRs) and strategic discussions to plan product releases and market success.

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## EDUCATION + CERTIFICATIONS

COLLEGE OF THE HOLY CROSS, Worcester, MA

05/2012

**Bachelor of Arts (B.A.) | History & Political Science**

GENERAL ASSEMBLY, New York, NY

05/2018

**Certification (CERT) | User Experience Design Immersive**

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## VOLUNTEER EXPERIENCE

ADPLIST.COM | [Link](#)

AUG 2023 — PRESENT

*Networking website for new and senior design practitioners to mentor UX talent; I also mentor designers outside the platform.*

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## PUBLICATIONS

González, D. M. (2019, April 11). UX Yourself, or “What’s Your Story?”. *Medium*.

<https://uxdesign.cc/ux-yourself-or-whats-your-story-c63d618f2d5f>