

# Diego Mas González

## USER RESEARCH & CONSUMER INSIGHTS

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Bilingual user research leader drawing on design principles to help organizations build campaigns, products, and services that enrich peoples' lives. Executes impactful research projects for business success. Fluent in both Spanish and English languages.

*Core competencies and technical skills include:*

User Research | User Experience Design | Qualitative + Quantitative Analysis | Survey Questionnaires | Usability Testing | Data Visualization | Marketing | Figma | Miro | DoveTail | Qualtrics | Tableau | PowerBI | SharePoint | Microsoft Office 365

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## EXPERIENCE

BOSE CORPORATION | Framingham, MA (Contract, Hybrid) 08/2024 — Present  
*Audio equipment company designing noise-cancelling headphones, home audio systems, wireless speakers and more.*

### User Experience Researcher II

Lead and execute data studies for audio user interfaces, physical designs for consumer products, and in-app experiences.

- Launched an internal study with a 60-person sample to assess the utility of in-development audio prototypes; findings were presented to the Senior Director of UX to inform final product designs for release in 2025 and 2026.
- Supported redesign efforts of specific product packaging by analyzing data from 40+ customer interviews across three product lines, assessing concerns surrounding materials, color choices, and comparisons to in-market competitors.
- Oversaw a 120-person study focused on usability across Bose products and competitor items; assessed 100+ daily quantitative surveys to uncover new product prototype insights for refinement, future release, and business impact.

ZONAR SYSTEMS | Seattle, WA (Full-Time, Remote) 04/2022 — 11/2023  
*Trucking industry solutions provider of fleet management hardware and software services.*

### User Experience Researcher II

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

- Interviewed 10+ industry customers to improve mobile login methods, providing engineers with actionable changes to refine logins, enhancing security, and improving the experience across 10,000+ customers in North America.
- Organized 20 qualitative interviews, and reviewed customer survey data towards redesigning vehicle safety tool. Analyzed quantitative findings to forecast a 10% business revenue growth opportunity by early 2025.
- Standardized company-wide metrics of success to improve collaboration between UX, Product, and Engineering teams. Outlined performance metric KPIs/OKRs to measure success and ship products quickly across project teams.

WONDROS | Los Angeles, CA (Contract, Remote) 08/2020 — 03/2022  
*Creative agency focused on solving complex challenges to build social movements and inspire action.*

### User Experience 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 across Los Angeles to address Covid-19 vaccine hesitations among minority residents; collaborated with University of Southern California (USC) stakeholders to develop the *Vaccinate L.A.* campaign, educating citizens on community health safety and vaccine efficacy.
- Informed *Vaccinate L.A.* creative campaign visual design assets (social media posts, physical and digital banners) for remote community events by gathering public feedback. Increased vaccinations by 10% among a 900,000+ population over 3 months, acknowledged in the *American Journal of Public Health*.
- Launched *The Fight Is in Us*, a pre-vaccine plasma donation campaign, across 14 cities. Conducted 45 user interviews to gauge community willingness to donate; insights gathered informed 3,250+ design assets, and campaign direction.

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AMERICAN EXPRESS | New York, NY (Contract, On-Site)

09/2019 — 01/2020

## Junior User Experience 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 research-backed product roadmap and project strategy for new financial loan tool. Interviewed 10 internal subject matter experts (SMEs) to guide project direction with feedback from AmEx executive stakeholders.
- Created a “UX Research Scorecard” summary document for stakeholders to review study progress and impact.

DRIVER TECHNOLOGIES | New York, NY (Contract, On-Site)

07/2019 — 09/2019

## User Experience Research Consultant

*AI-based mobility technology company that delivers products and services to keep drivers protected on the road.*

Guided startup mobile app company in research fundamentals, and in how to implement data for product release cycles.

- Organized user insights from 10+ customer interviews to inform a startup team of six how Driver could implement customer feedback across product design sprints to develop new iOS/Android dashcam mobile app product features.

CAPITOL FOUNDRY | New York, NY (Contract, On-Site)

06/2019 — 09/2019

## Design Project Manager

*Design-driven technology firm that builds high-performance websites and web applications for startups and brands.*

Managed client design projects to support new agency branding projects and client web development engagements.

- Led client asset design review sessions, suggested feedback, and adjusted client design text copy (UX copywriting); annotated wireframes, with prototype adjustment suggestions prior to shipping finalized business deliverables.

GENERAL ASSEMBLY | New York, NY (Contract, On-Site)

03/2018 — 04/2019

## User Experience Student & Instructional Associate

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

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

- Completed a 12-week, 500+ hour UX program; core projects spanned industry trends, as well as client management.
- Instructed 50 part-time and full-time students in industry best practices, and projects for UX program certification.

CJ AFFILIATE | New York, NY (Full-Time, On-Site)

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 between 100-200 program members, promoting business growth across technology, luxury apparel, and home verticals, with 15% YoY sales growth on average, estimated at \$2-5MM in new annual revenue.

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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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## VOLUNTEERING

REMOTE ONLINE SESSIONS & ADPLIST.COM | Cranston, RI (Part-Time, Remote)

August 2020 — Present

*Volunteer mentorship and networking sessions for new and seasoned UX practitioners to support industry talent.*

## User Experience Mentor

Coach designers in mentorship sessions, career strategy discussions, portfolio reviews, and interview preparation.

- Mentor practitioners or those looking to transition into the field of design or design research; provide actionable feedback on design portfolios, resumes, or next-steps in the UX career journey.
- Ongoing mentorship and career guidance have been provided to 50+ UX practitioners across the country since 2020.