

# Clara Gonzalez Sueyro

## EDUCATION

**John. S. Knight Fellow** 2016 - 2017

Stanford University Palo Alto

**UX Design Course** 2013

General Assembly

San Francisco

**Masters**

**in Anthropology**

2010

University of Buenos Aires

Buenos Aires

**Bachelors**

**in Anthropology**

2006

University of Buenos Aires

Buenos Aires

## EXPERIENCE

**Founder, Jobs to be Researched LLC -**

**2017- Present**

Research consulting firm using Jobs to be Done framework.

Did three consecutive jobs for National Geographic Partners.

*Impact:*

- Research findings informed the Your Shot website redesign.
- Research findings informed the membership offerings for Your Shot platform.

**John. S. Knight Fellow, Stanford University -**

**2016 to 2017**

Focused on how news podcasts can help English language learners become more proficient in the language.

*Impact:*

- Created a prototype with the support of ESL professors at Stanford.

**Director, User Experience, Radio Ambulante - NPR**

**2015 to 2016**

Practiced with and directed a small team to research the podcast's audience, develop a UX strategy and implement the day-to-day execution of improvements to the UX and design of the Radio Ambulante website and associated assets.

*Impact:*

- Average page load time went from 11.64 seconds to 3 seconds.
- Bounce rate went from 60% to 38%
- We introduced a simple look & feel with few distractions.
- New social media display links helped increase Facebook fans by 21% and Twitter followers by 48% in 6 months.
- New donation page helped us receive 90 new donations in a month.
- New link to iTunes helped us receive 300 new listener reviews in two months.
- The new design helped us increase newsletter subscriptions from 1,700 to 2,854 subscriptions in 2 months.
- Through a special campaign we captured 1,900 signups for "La Escuela de Radio Ambulante" podcast training course.

**UX Researcher, Code for America -**

**2014 to 2014**

Led a team through the research and development process to address the issue of economic development for the Government of Puerto Rico culminating in the launch of PrimerPeso.com.

*Impact:*

- Primer Peso was used by hundreds of business owners to identify and apply for financial incentives.
- The site was forked 4 times and redeployed by several Governments in the US.

**Founder, Chef Surfing -**

**2011 to 2013**

Led the Chef Surfing team's day-to-day operations, working closely with developers, designers and communications staff to adjust execution and ensure product quality based on customer feedback.

*Impact:*

- 1,000 Chef sign-ups in 6 months.
- Participated in Startup Chile and LocalFoodLab accelerators.