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Clara Gonzalez Sueyro

HIGHLIGHTS

RESEARCHER

I specialize in ethnographic research and jobs to be done framework.

ENTREPRENEUR

I learn by hands-on doing and taking leaps.

ANTHROPOLOGIST

I believe the right question is as important as the right answer.

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

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.

Director, User Experience, Radio Ambulante - 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.

Improvements include increase in speed, increase in subscription conversion rate, social network integration, and redesign of the site including mobile and responsive design. I use ethnographic research to develop hypotheses and inform experiments to produce new value for the audience, including development of a program for Spanish language teachers.

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, a web app used by hundreds of business owners to identify and apply for financial incentives. The site continues to attract attention in the business community.

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. In addition, I led UX research efforts to define and adjust the product strategy according to user needs.

Ethnographic Researcher, Nielsen / Ipsos - 2006 to 2011

Prepared and executed studies in public and private locations in order to discover insights and develop a deep comprehension of the emotional and functional interactions of consumers when interacting with products and services.

Consumer and Market Researcher, Unilever - 2004 to 2006

Worked within the consumer and market insight department to research and analyze Latin American consumers. Working in close dialog with top global research suppliers, I prepared, implemented, and observed qualitative and quantitative studies. I led a process to verify and analyze results and extract information. I worked on the launch of brands in Brazil.