

Clara Gonzalez Sueyro

User Experience Researcher

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EXPERIENCE

California Office of Digital Innovation, UX Research Lead, 2020 to Present

Responsibilities include planning, organizing, managing, and executing user research to uncover, understand, and quantify user needs. I accomplish this using qualitative methods (research interviews, desk research, ethnographic studies, usability tests) and quantitative methods (survey data analysis, traffic analysis). I do it so that decision makers can be more well informed and effective. I also provide input into a human-centered and research-driven design process. This gives my team awareness so we can make better decisions and be more effective in designing services and helping agencies and departments.

Projects: covid19.ca.gov, Procurement, Cannabis, Design System, Drought, Vaccinate 58

Outcomes:

- Design concepts tested and results used to inform design decisions and prototype design
- Research findings from usability tests used to redesign of Covid19 internal pages:
 - Specifically: Blueprint, Industry Guidance, Homepage, Great Plates
- Redesigned and implemented an automated survey mechanism across all pages of covid19.ca.gov to collect feedback on page content.
- Established process to analyze feedback data to deliver insights to content and design team
- Established research practices to recruit, interview Californians and compensate participants for their time. Shared these best practices with other state departments (CDT, Dept of Cannabis, Covered California).
- Created a set of research templates for the team to use in research activities including a research plan template, interview guide template, and user testing scripts.
- Delivered special report with recommendations to improve procurement for small businesses based on quantitative and qualitative data, to department of General Services

National Geographic Partners, Freelance User Experience Researcher, 2017 to 2018

Over the course of two years I planned, managed, and executed three user experience research programs using qualitative (interviews, thematic analysis) and quantitative methods (survey, statistical analysis, market analysis) to quantify customer needs and uncover and quantify hidden opportunities. We executed data analysis (factor and cluster analysis) to segment user needs and delivered product, content and marketing recommendations to guide product redesign, and new product and service development.

NatGeo Program 1: YourShot.com redesign user needs research (2017)

This two-month research captured and clearly defined customer needs to deliver an understanding of new opportunities for an upcoming site redesign. My research quantified unmet needs, and uncovered opportunities for growth with qualitative research and quantitative market segmentation methods.

Full description and details available at: <http://claraslist.com/portfolio/national-geographic.html>

Outcomes:

- Identified jobs-to-be-done and which customers needs are under-served
- Identified opportunities to satisfy the unmet needs better than competitors
- Created a value proposition that communicates to customers that their needs can be satisfied
- Research findings drove website redesign (site structure, functionality, content, marketing)
- Research findings informed the membership offerings for Your Shot platform

NatGeo Program 2: User Experience research on Science & Travel (2017-2018)

I led, planned, managed and executed this 5-month research project with a small team of four to understand what customers value when they consume NatGeo Science & Travel content online, on television, in the classroom. We uncovered 21 “jobs-to-be-done” that customers wanted to complete using the NatGeo content. I interviewed over 50 travel and science enthusiasts to learn about the 21 jobs and identify 408 specific desired outcomes. We then surveyed over 400 people to quantify opportunities. We delivered a detailed report making the findings, insights, and recommendations available for the NatGeo staff to use for new product and service development.

Outcomes:

- Identified 408 specific customer needs over 21 jobs, and identified which are under-served
- Guided quantitative analysis with support of a dedicated data analyst
- Using statistical analysis we generated a needs-based customer segmentation

NatGeo Program 3: User Experience Research on “Learn Photography” (2018)

This research was informed by the research completed for National Geographic Your Shot in June 2017, where one clear signal emerged from the interviews, surveys, and analysis: Photographers are currently underserved in their job of learning and improving their photography skills. I planned and executed a 6-week research project to dive deep into the job of learning photography and deliver a high fidelity picture of what customers want. An emphasis was placed on describing in detail the most underserved needs and willingness to pay which was a useful input when defining membership offerings for a new online education service.

Outcomes:

- Delivered research report with details about market sizing and opportunity.
- Identified specific service packages and pricing sensitivity
- Quantified different brands, including NatGeo, on their ability to market photography learning
- Delivered recommendations and innovation opportunities for product, content and marketing

John. S. Knight Fellow, Stanford University - 2016 to 2017

As a fellow at Stanford I conducted exploratory research focused on how news podcasts can help English language learners become more proficient in the language. I led a human-centered design process to complete two prototypes and conducted usability research to iterate the designs.

Full description and details available at: <http://claraslist.com/portfolio/jsk.html>

Outcomes:

- Created a prototype with the support of English Language Learning professors at Stanford
- Performed concept validation and usability testing with English Language Learners

Director, User Experience, Radio Ambulante - NPR - 2015 to 2016

Directed a small team to research the Radio Ambulante podcast audience, identify and quantify their needs, as well as prioritize improvements to be made. Designed and developed a UX strategy and implemented the day-to-day execution of improvements to the UX and design of the Radio Ambulante website and associated assets.

Full description and details available at: http://claraslist.com/portfolio/radio_ambulante.html

Outcomes:

- Reduced average page load time from 11.64 seconds to 3 seconds.
- Reduced bounce rate from 60% to 38%.
- 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 2 months.
- New donation page helped the team receive 90 new donations in one 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 research, as a part of a cross discipline team of engineers and designers, through the design and development process to address the issue of economic development for the Government of Puerto Rico culminating in the launch of PrimerPeso.com.

Full description and details available at: http://claraslist.com/portfolio/code_for_america.html

Outcomes:

- Primer Peso was used by hundreds of business owners in Puerto Rico to identify and apply for financial incentives.
- The open-source site code was copied 4 times by other governments around the world.

Researcher & Product Manager, Chef Surfing - 2011 to 2013

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

Outcomes:

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

Full description and details available at: <http://claraslist.com/portfolio/chefsurfing>

Researcher & Project Manager, Guia-E, World Bank - 2010

The non-profit Doncel hired myself and a colleague to coordinate and implement a project awarded by The Youth Innovation Fund (YIF). We trained youth facilitators leaving youth care for "Community for Youth Integration" prepared by the World Bank. In these workshops the facilitators developed the main content to incorporate in a web page guiaegreso.com.ar as well as acquired the basic pedagogical methods necessary to share their experience and communicate it successfully to youth currently in care, using the Peer-to-Peer Methodology.

Full description and details available at: <http://claraslist.com/portfolio/guia-egreso>

Market Researcher, Unilever, Hair Care products Latin America - 2004 to 2006

I worked within the Unilever Consumer and Market Insight department to research, analyze, and deliver findings on Latin American consumers. Working in close collaboration with top global research

suppliers, I prepared, implemented, and observed more than 20 of qualitative and quantitative studies. Upon completion of the research I led a process to verify and analyze the results and extract relevant information, presenting those results to Unilever management teams. Among my most interesting projects were:

- Assisting in the launch of two hair care brands (Clear and Suave) in Brazil, Latin America's largest market.
- Globally, I assisted in the re-launch of “Daily Wear & Tear”, Sunsilk's primary product variant.
- I also helped Unilever adjust its communication and brand images within Mexico by studying and understanding the roots of Mexican Culture.

EDUCATION

John. S. Knight Fellow, Stanford University 2016 - 2017

Palo Alto, California

Courses on Design Thinking at the d.school, Core Mechanics for Learning at the Stanford Graduate School of Education, and Computer Assisted Language Learning

General Assembly, UX Design Course 2013

San Francisco, California

Comprehensive foundation that equips students with the context, tools and practice to be successful UX researchers and designers. Students learn tools including Sketch and Invision and discover the power of techniques like prototyping, personas, affinity mapping and wireframing.

University of Buenos Aires Buenos Aires, Masters in Anthropology, 2010

Buenos Aires, Argentina

University of Buenos Aires, Bachelors in Anthropology, 2000 to 2006

Buenos Aires, Argentina