

# Cameron S. Lopez

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*Mixed-methods user researcher with 5 years of experience designing and executing research studies. Expert in qualitative research and cross-functional collaboration with a strong background in quantitative methods and data analysis. Passionate about accessibility and sustainability.*

## Experience

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### Senior User Experience Researcher

May 2023 – Current

#### Flodesk | Los Angeles, CA

- Single-handedly built out Flodesk's research and recruiting pipeline and processes as their only researcher.
- Defined and executed the user research roadmap for the four major Flodesk product areas.
- Led 25 end-to-end, mixed-methods research studies per year to drive meaningful and concrete insights and recommendations across the four major product areas.
- Instructed and mentored all five PMs and two designers in running their own research and achieved 100% company participation in a live research session, to cultivate a more research-driven organization.

### User Researcher

June 2021 – Mar 2023

#### Tableau, A Salesforce Company | San Francisco, CA

- Single-handedly built out the research core in Tableau Public and Tableau Exchange.
- Directed roadmaps for three distinct product areas through generative mixed-method studies geared toward uncovering Jobs to be Done, while also contributing to the broader body of knowledge and research practice within Salesforce's 100+ person Research+Insights team.
- Drove a complete homepage redesign of Tableau Public, more effectively connecting the 15 million global monthly visitors to more than 6.5 million data visualizations and creators.
- Pioneered a new process for recruiting external participants using web banner intercepts that has been adopted by the rest of Tableau research to increase recruitment of casual users.

### User Experience Research Intern

May 2020 – Aug 2020

#### Google | Mountain View, CA

- Led foundational study to examine users' holistic opinions of Google Stadia product to impact future strategy to increase retention and engagement on the platform.
- Led foundational study to examine accessibility of button remapping features on Google Stadia product to impact foundational understanding and project roadmaps.
  - Broadened scope of project to understand impact of accessibility on retention and engagement on gaming platforms.

### User Experience Research Intern

May 2019 – Aug 2019

#### Oakley | Orange County, CA

- Directed, designed, programmed, and built three-month study examining the effect of a new lens technology on reaction times of color-deficient individuals.
- Findings presented at the 11<sup>th</sup> International Conference on Human Factors and Ergonomics in 2020.

## Education

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### University of California, Berkeley | School of Information

Aug 2019 – May 2021

- Master of Information Management and Systems | 3.95 GPA
- 2021 Dr. James R. Chen award | Graduate Certificate in Applied Data Science

### University of California, Berkeley

Aug 2015 – May 2019

- Bachelor of Arts, Cognitive Science | 3.71 GPA
- Conservation and Resource Studies Minor

## Research Methodologies and Skills

- Generative and evaluative research
- Interviews | Survey design | User tests
- Heuristic evaluations | Contextual inquiries
- Persona-making | Statistical analysis

## Programs and Software Skills

- Python | Java | R | Matlab
- UserTesting | Dovetail
- Figma | Notion | Tableau