

Sergio Zaragoza

(760) 554-8046 | sergiozuxr@outlook.com | [linkedin.com/in/sergio-zaragoza](https://www.linkedin.com/in/sergio-zaragoza) | Irvine, CA

Portfolio: <https://www.researchsergio.com/>

EXPERIENCE

NXTLVL Athletic (Startup) 2024 – Present

User Experience Researcher

- Manage generative research on TikTok influencers by implementing focus group interviews to improve ambassador program, boost sales, and enhance social media brand awareness by 13.4%
- Collaborate with social media team by innovating a custom idea creation tool that reduced creative roadblocks and streamlined content creation to optimize marketing campaign postings
- Develop marketing research infrastructure using Shopify data to measure key performance indicators through total-purchasing averages, repeat customer retention, and increase of new customers
- Lead generative research on high-volume repeat customers to uncover key product features, benefits, and values of best-selling product, while identifying target market segments to hone marketing ads

Spouse-ly (Startup) Summer 2024

User Experience Research Intern

- Directed foundational research on military/first responder vendors to enhance online marketplace journey by identifying most common pain points using the platform
- Presented emotional journey of vendor experience to the CEO & Marketing Specialist that helped prioritize the direction between product development versus marketing needs
- Executed an independent gift-giving experiment via Prolific with 330 participants to examine how relationships, occasions, and gender influence gift selection in a variety of scenarios
- Innovated new marketing communication tactics and data collection for year-round gift-giving occasions

4 Clients NDA (Industries: Consulting, Architecture, Manufacturing, Alcohol) 2023 – 2024

Marketing Researcher & Analyst

- Designed longitudinal quantitative and qualitative surveys via Qualtrics effective in capturing attitudes and behaviors of 700 employees critical in answering stakeholder's organizational goals
- Analyzed client datasets to provide descriptive, correlational, and predictive statistics via SPSS & Excel to measure, strategize, and boost transition of remote employees returning to office
- Presented progress reports with key insights to revamp remote and in-person work environments, focused on employee well-being and utilizing available work resources
- Consulted and team collaborated steps for further data collection and updating new hybrid work policies

ZARA Clothing

Desktop Website Usability Testing – Student Project

- Conducted usability testing with 10 participants focused on desktop website display capabilities, sort filters, and specific product searching to improve a seamless shopping experience for new users

EDUCATION

University of Southern California August 2024

Master of Science in Applied Psychology

Relevant Courses: Advanced Statistical Research Methods, UX Research, Consumer Psychology for Marketing

University of California, Irvine June 2020

Bachelor of Arts in Psychology

SKILLS

SPSS, Qualtrics, Prolific, Statistics (Univariate, Multivariate), Quantitative/Qualitative Research Methods, Marketing Research (Segmentation, Positioning, Conjoint/Product Development), Figma, Spanish