Sergio Zaragoza

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SKILLS

SPSS, Qualtrics, Excel, Data & Statistical Analysis (Univariate, Multivariate), Quantitative/Qualitative Methods, Marketing Research (Segmentation, Positioning, Conjoint/Product Development), UXR, CANVA, FIGMA, Spanish

PORTFOLIO

https://www.researchsergio.com/

EXPERIENCE

Spouse-ly (Startup)   May 2024 – September 2024
User Experience Research Intern
- Developed proposal to conduct foundational research on military/first responder vendors to enhance their online marketplace journey
- Created qualitative research design for in-depth interviews of the current user base
- Stress-tested/interviewed 5 participants to understand most common pain points being an online vendor
- Presented the emotional journey of the vendor experience to the CEO & Marketing Specialist
- Expanded marketing strategy for target group segmentation and increase vendors on the platform
- Helped prioritize direction between product development versus marketing needs
- Launched an independent gift-giving experiment with 330 participants selecting gift qualities in a variety of scenarios to determine the interplay between gift giver and receiver relationship, gifting occasion and gender differences
- Innovated new marketing communication tactics and data collection for year-round gift-giving occasions

Private Clients (4 - Confidential due to NDA)   September 2023 – August 2024
Data Analyst & Researcher
- Designed longitudinal quantitative and qualitative surveys via Qualtrics effective in capturing employee attitudes and behaviors aligned with answering the stakeholder's organizational goals
- Analyzed client datasets to provide descriptive, correlational, and predictive statistics via SPSS & Excel to measure, strategize, and improve the transition of remote employees returning to the office
- Utilized Cronbach's Alpha to refine pilots and longitudinal quantitative surveys
- Organized a codebook for qualitative surveys that specified employee feedback into actionable themes
- Presented progress reports with key insights to improve remote and in-person work environments, focused on employee well-being and available work resources
- Consulted and collaborated next steps for further data collection and updating new hybrid work policies

RELEVANT PROJECTS

Zara Clothing: Desktop Website Usability Testing
- Conducted UX research on ZARA's desktop platform to enhance item search capabilities for novice users
- Formulated research questions and designed qualitative data collection methodology
- Created 45 minute interview moderator guide including participant instructions, activities, and questions
- Piloted interview session with 2 participants and refined session details
- Interviewed 10 participants and uncovered reoccurring patterns when revisiting session recordings
- Summarized select findings of the research that would have the greatest stakeholder impact and included a list of recommendations to improve the user experience for browsing, finding, and filtering items

EDUCATION

University of Southern California   August 2024
M.S. in Applied Psychology
Relevant Courses: Advanced Statistical Research Methods, UX Research, Consumer Psychology for Marketing

University of California, Irvine   June 2020
B.A. Psychology