

# SERGIO ZARAGOZA



sergiozuxr@outlook.com



760 - 554 - 8046



Irvine, CA USA



[Portfolio](#)  [LinkedIn](#)

**47** Interviews Conducted

**15** Surveys Administered

**5** Foundational Studies

**4** Usability Projects

## EXPERIENCE

### User Experience Research Consultant

NXTLVL Athletic (Startup)  
11/24 - Present

- Led generative research on TikTok influencers, boosting ambassador program success and driving a 567% increase in engagement (300-400 view avg. to 2,000-9,000 avg. per post)
- Directed mixed-methods research on high-value repeat customers, uncovering product features and persona values driving top sales, enabling targeted marketing strategies
- Initiated mobile website usability testing with 15 participants to ensure a seamless shopping experience from homepage to checkout

### Marketing Research

- Partnered with CEO & Marketing Manager to develop a creativity tool that streamlined content creation, increasing posting frequency by 150% (1-2 to 3-5 posts/week)
- Implemented a marketing research infrastructure utilizing POS Shopify data to monitor KPIs
- Initiated price sensitivity analysis to determine range of price points for best-selling product

### User Experience Research Consultant

Spouse-ly (Startup)  
04/24 - 08/24

- Facilitated foundational research on military/first responder vendors, identifying platform pain points to enhance the online marketplace journey
- Presented emotional user journey map to leadership, prioritizing urgent initiatives between product development and marketing strategies
- Designed and executed a gift-giving experiment with 330 participants via Prolific, analyzing relationships, occasions, and gender dynamics in gift selection
- Innovated marketing communication tactics for year-round gift-giving scenarios, improving audience engagement measured by email click-through rate

### Graduate Student Consultant

Confidential (Architecture, Manufacturing, Alcohol)  
05/23 - 08/24

- Developed 6 month longitudinal surveys via Qualtrics, capturing behavioral data from 1,200 employees to optimize hybrid work policies
- Analyzed feedback from 1,400 employees, guiding leadership to data driven workforce strategies to improve productivity and engagement
- Evaluated data from an 800 participant focus group of alcohol enthusiasts via SPSS and Excel, uncovering insights that refined brand identity and targeted marketing strategies

## SKILLS

### Software

- SPSS
- Excel
- SQL
- Qualtrics
- Prolific
- Figma
- Canva

### Qualitative Research

- In-depth Interviews
- Ethnographic Research
- Usability Testing
- Focus Groups
- Generative Research
- Qualitative Data Coding
- Persona & Segmentation

### Quantitative Research

- Crosstabs Analysis
- Conjoint Analysis
- Price Sensitivity Analysis
- Descriptive & Inferential Statistics

### Languages

- Bilingual Fluent:  
English & Spanish

## EDUCATION

### Master of Science in

### Applied Psychology:

### UX Research

University of Southern California

### Bachelor of Arts in Psychology

University of California, Irvine

## RELEVANT UX STUDENT PROJECT

### Desktop Website Usability Testing

Zara Clothing

- Conducted usability testing with 12 participants focused on desktop website display capabilities, sort filters, and specific product searching to improve a seamless shopping experience for novice users

## CAPSTONE

### RESEARCH PROJECT

Examined gift-giving behavior to guide year-round marketing. Results assisted Spouse-ly in creating a yearly strategy in marketing communications.

*CEO & Manager References Upon Request*