# SERGIO ZARAGOZA

sergiozuxr@outlook.com



760 - 554 - 8046 Irvine, CA USA



**Portfolio** 



LinkedIn



**User Experience Research Consultant** 

experience from homepage to checkout



- 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

- Initiated mobile website usability testing with 15 participants to ensure a seamless shopping

- Partnered with CEO & Marketing Manager to develop a creativity tool that streamlined content

- 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

- Facilitated foundational research on military/first responder vendors, identifying platform pain

- Presented emotional user journey map to leadership, prioritizing urgent initiatives between

- Designed and executed a gift-giving experiment with 330 participants via Prolific, analyzing

- Innovated marketing communication tactics for year-round gift-giving scenarios, improving

features and persona values driving top sales, enabling targeted marketing strategies

creation, increasing posting frequency by 150% (1-2 to 3-5 posts/week)





#### **EXPERIENCE**

Marketing Research

NXTLVL Athletic (Startup) 11/24 - Present

#### -SPSS

**Software** 

SKILLS

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

#### **Qualitative Research**

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

# **User Experience Research Consultant**

points to enhance the online marketplace journey

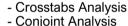
product development and marketing strategies

relationships, occasions, and gender dynamics in gift selection

audience engagement measured by email click-through rate

Spouse-ly (Startup)

04/24 - 08/24



- Price Sensitivity Analysis

**Quantitative Research** 

- Descriptive & Inferential Statistics

#### Languages

- Bilingual Fluent: English & Spanish

#### **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

#### **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

## **CAPSTONE** RESEARCH **PROJECT**



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

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

CEO & Manager References Upon Request